

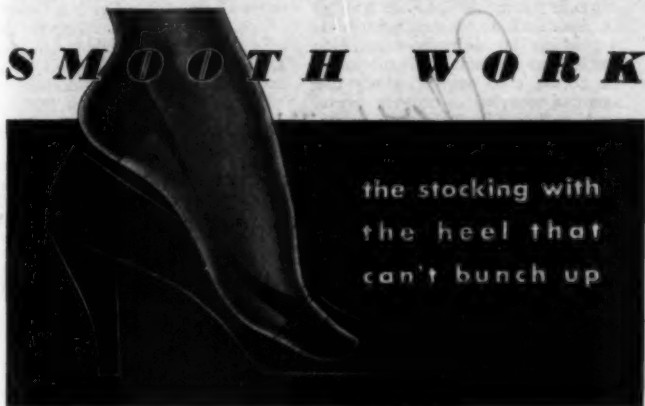


PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Vol. CLXXIII, No. 4 NEW YORK, OCTOBER 24, 1935 10c A COPY



WHEN Berkshire Knitting Mills showed us a stocking with a new kind of foot — the heel-cup deeper, so that the foot fitted right down into it snugly, and the stocking wouldn't slip around or bunch up in the shoe, it looked like an "old smoothie." But first there were plenty of wrinkles to iron out in selling the features to dealers. We decided to tell them the whole story, from ten years back when reinforced French heels began to get narrow. So, instead of the usual brief-with-big-type portfolio (which is all that buyers are popularly supposed to bother reading) we sat down and wrote a 1700-word broadside, explaining:

Why heels in ordinary stockings are too small. . . . Why the arch is narrowed too far back. . . . What Berkshire has done to redesign the foot. . . . How to explain these features to the shopper. . . . How to show the new stocking in the window and at the counter. . . . How to advertise and promote its sale.

This one complete story tells everything to everybody . . . from the factory salesman — to the wholesaler — to the girl behind the counter. Every word is news and every word is read. How do we know? Because of the volume of stockings that suddenly began to move from the Berkshire Mills to the stores.

N. W. Ayer & Son, Incorporated

WASHINGTON SQUARE, PHILADELPHIA • NEW YORK
BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

You will be pleased to know
that your Iowa sales can now be
secured even more easily because
of the continued growth of Des
Moines Register and Tribune cir-
culation. Now . . . an all-time
high peak! . . . daily, 275,028—
Sunday, 271,764, Sept. 30, six
months average. Reach more than
40% of all Iowa families at the
lowest milline rates *in Iowa!*

FOR s
tion N
that his
So co
opens th
compilat
250,000

And v
as that?
up and c
insurance

Among
whence
advice
morons,
Rather,
sistent p
ship is
have bee
right thr

Life-in
tangibles
their sale
But, gen
same kin
oppose
Hence w
discovere
salesmen
of course
managers

It isn't
tor know
law. Th
the New
an art di
stand cer
impinge
his emplo
self much
tion, emb
griefs an
its wisdo

Said A
Thomson
vention

Vol. CLXXII
Entered as a

PRINTERS' INK

NEW YORK, OCTOBER 24, 1935

This Week

FOR successful selling, qualification No. 1 is the salesman's sense that his mission is useful.

So concludes Ray Giles, who opens this week's issue with a compilation of sixteen tips from 250,000 salesmen.

And whose sales force is as big as that? The sales force that goes up and down the land, selling life insurance.

Among the quarter-million whence come the suggestions and advice are none of the pests, morons, part-timers or floaters. Rather, these are the steady, consistent producers, whose salesmanship is "worth study because they have been hanging up new records right through the depression."

Life-insurance salesmen sell, not tangibles, but intangibles. Hence their salesmanship must be keener. But, generally, they encounter the same kinds of sales resistance as oppose salesmen of merchandise. Hence what the insurance men have discovered must be of value to the salesmen of the world's goods, and, of course, to those salesmen's sales managers.

* * *

It isn't enough that an art director know art: he must also know law. This week I. W. Digges, of the New York Bar, explains how an art director, if he doesn't understand certain legal principles that impinge upon his work, may cost his employer much money and himself much mental anguish, humiliation, embarrassment and such other griefs and headaches as the law, in its wisdom, may impose.

* * *

Said A. B. C.'s president, P. L. Thomson: "We go from this convention with genuine satisfaction

that, having undergone examination by its members, the bureau emerges stronger than ever, its fundamental policies re-affirmed, its machinery better fitted to changed conditions, and the way open to a period of larger service to an ever-increasing membership." Thus President Thomson summed up last week's meeting of the A. B. C. in Chicago—a meeting that promised fireworks but materialized compromise and harmony. See the report of P. H. Erbes, Jr.

* * *

Westinghouse tossed a party. Under the heading "Family Day" Ralph Leavenworth, general advertising manager, tells how the management induced 35,632 persons to visit the East Pittsburgh plant. The visitors were employees and their families. The company's purpose: to foster employee good-will.

* * *

In Chicago still rages the battle of the basements, now taking on a third angle to become a triangle of conflicting interests as the combatants go into display space to talk, loudly, about their own products and just as loudly—but in contrasting keys—about the products of their competitors. The scrap waxes hotter and promises to spread to new sectors.

* * *

Mr. Dealer, meet a customer! To the conventional function of the coupon, The Gorham Company adds certain refinements that bring into dealers' stores, not mere lookers, but actual owners of Gorham silver—prospects qualified by circumstance to buy still more Gorham.

* * *

Too many manufacturers are selling under wraps. Too few are

wielding all the merchandising weapons in their armories. **Selling**, writes Courtland B. Shaw, **is haltered**. Mr. Shaw writes from first-hand and not too pleasant experience. If he should reveal the names of concerns that are falling short, the list, he declares, would amaze you.

* * *

A sales manager outlines a plan for **dealer-advertising control**. The method insures that all dealers will employ identical sales and advertising expedients. Besides, it stops waste and steps-up efficiency.

* * *

In an advertising agency, who is the happier and the more felicitously fixed, the **specialist**, or the **all-around man**? Answering that question—which P. I. raised—our readers speak up. They write with spirit but, interestingly, not in perfect accord. See "All Round Agency Men."

* * *

Out of litigation, the **Goodwin Plan** revives. In Chicago, Federal

Judge Philip D. Sullivan grants a petition for re-organization under section 77-b of the Federal Bankruptcy Act and appoints as receiver Robert W. McKinlay. More prominently in the picture now appears the Church Workers Broadcasting Corporation, sponsored by a number of the subscribing manufacturers.

* * *

If a radio station is to **broadcast news**, then let the service be pure and undefiled. Thus, by resolution, the Inland Daily Press Association petitions the Federal Communications Commission. Keep the news free from sponsorship, the Inland publishers urge, and thus avoid the dangers of subsidized propaganda. See "Fight Sponsored News."

* * *

Radio goes up. This week, the P. I. Advertising Index reveals for September, an increase of 26.9 per cent over September of 1934. Further, this year's September gained over this year's August.

CONTENTS

Tips from 250,000 Salesmen.....7	Direct-Mail Teamwork.....65
RAY GILES	
Bernard A. Grimes.....12	Meet a Customer.....69
Art Directors and the Law.....15	Fight Sponsored News.....74
I. W. DIGGES	
Harmony Rules A. B. C.....21	Dealer Advertising Control.....77
P. H. EBBES, JR.	BY A SALES MANAGER
Goodwin Petition Granted.....33	Battle of the Basements.....81
Sales Promotion.....41	All Round Agency Men.....86
Ice Man's Successor.....52	Haltered Selling.....90
I See Where.....53	Editorials.....102
G. M. S.	
Family Day.....59	The Little Schoolmaster's Classroom.....106
RALPH LEAVENWORTH	
P. I. Advertising Index.....64	
L. D. H. WELD	





Sold 1700

More New Cars Than Last Year

Showing continued gains throughout the first nine months of this year, new car sales in Rhode Island advanced 16 per cent. over 1934, reaching a total of 12,145, the highest of any comparable period in the last four years.

With gasoline sales showing an eight months' gain of 3 million gallons . . . with registrations 6 thousand ahead of last year . . . the trend of automotive activity is definitely upward in Rhode Island.

Your share of this new and profitable business is most readily obtainable through the advertising columns of Rhode Island's leading newspapers. For more sales per advertising dollar invested, try Providence.

NEWSPAPER ADVERTISING IS

Point of Shopping

ADVERTISING

Providence Journal-Bulletin



60% MORE
Circulation than
any other paper
in Milwaukee!

THE JOURNAL leads the second Milwaukee newspaper by more than 63,000 copies daily. In proportion to population, The Journal has one of the largest city zone circulations of any daily or Sunday newspaper in the United States.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

H. J. GRANT, Publisher

Tip

Sixteen

WH
ma
also wa
further

Proba
value of
likes to
retail cle
own field,
youngsters
their own
And when
list of s
find it a
ters, ex-t
ex-foremo
most-anyt

Probabl
of salesm
today is t
and wom
Such a h
ica's sellin
contain b
extremely
no field v
more inge
intelligent
terest tec
right hard

I am w
morons, p
the busin
consistent
manship
they have
records ri
sion. Thr
sets of in
increased
billion do
1929, and

Tips from 250,000 Salesmen

Sixteen Suggestions from Life Insurance Field Show Fundamentals of Good Selling

By Ray Giles

WHERE do good salesmen come from? Every sales manager wants to know. And every salesman should also want to know, for the answer may give him a key to further self-development.

Probably sales managers will always differ about the relative value of different kinds of selling experience. One executive likes to recruit from house-to-house salesmen; another prefers retail clerks. Some employers want experienced men from their own field, while others want green youngsters who can be trained in their own ways of doing business. And when you go over any long list of successful salesmen, you find it a crazy quilt of ex-ministers, ex-taxi drivers, ex-pugilists, ex-foremen, ex-musicians, ex-almost-everything.

Probably the largest single group of salesmen in the United States today is the army of 250,000 men and women selling life insurance. Such a huge segment of America's selling force must naturally contain both extremely poor and extremely good examples. But in no field will you find more drive, more ingenuity, more persistent and intelligent use of the human-interest technique, or more downright hard work.

I am writing not of the pests, morons, part-timers or floaters in the business, but of the steady, consistent producers. Their salesmanship is worth study because they have been hanging up new records right through the depression. Through their work the assets of insurance companies have increased at the rate of about a billion dollars every year since 1929, and today one hundred billion

dollars of insurance protection is in force in this country, which is more than twice as much life insurance as you will find in all the rest of the world put together.

If one field proves that even the obviously desirable product needs plenty of good salesmanship, that field is life insurance. It is only through aggressive salesmanship that life insurance has achieved its present impressive acceptance. And as the companies have insisted on better and better salesmanship, their volume of business has gone up like the sky-rocket.

So much for our preliminaries. The following list of tips for the merchandise salesman from the insurance field is not a complete text on the subject, but it will explain why a director of one industrial corporation employing nearly 200 salesmen asked recently, "Have we ever looked into recruiting our salesmen from the life insurance field? It seems to me that they have the nearest to ideal experience in selling." And now for some of the factors he had in mind.

1. *Sense of having a useful mission.* "No salesman begins to do big things until he gets the conviction



"... the success of our Navy does not arise from chance, or superiority of force; but from . . . *principles*, in short, which must insure a frequency of prosperous results, and give permanency to the reputation we have acquired."—WASHINGTON IRVING

THE WATCHWORD of the American Navy came from the lips of a mortally wounded man in the hour of defeat. But because they expressed a basic idea, his words lived to inspire Perry's victory on Lake Erie, and many another victory.

Perry's shot-torn flag, crudely lettered with the words of Lawrence, hangs in Memorial Hall at Annapolis. It is under this influence that succeeding generations of fledgling

officers have grown up, and in the spirit that never surrenders.

★ ★ ★

IDEAS are the real rulers. They win the victories. This applies not only to the great historic struggles but to the commonplace individual decisions of every-day life.

People buy ideas when they buy products. Their preference

similar products. The individual contact with the product has made a basic, distinctive idea—something prospective buyers would of. Walter Thompson never confused the basic idea with the product.

J. WALTER THOMPSON COMPANY,



similar products is an idea
ence. The idea makes the
all contact with the buyer's
and has much to do with
al satisfaction.

is why it is so important
a product to market armed
basic, distinctive advertis-
—something that the mind
prospective buyer can really
hold of.

Walter Thompson Company
ever confused the technique of
lift with ideas. It has known
basic idea is something be-

sides bright copy or layouts, some-
thing besides skillful media selec-
tion, something besides adroitness
in merchandising. It is a principle
of this agency that the idea comes
first—then all these desirable at-
tributes spring from it.

To paraphrase—"the success of
campaigns prepared by this agency
does not arise from chance, or
from superiority of force; but from
principles which must insure a
frequency of prosperous results,
and give permanency to the repu-
tation acquired."

tion that he is engaged in a useful mission," a sales executive once said to me. This is not the place to dwell on the benefits of insurance, but an old-fashioned "abiding conviction" that he is engaged in work useful to mankind is to be found in most of the successful insurance salesmen. It makes for earnestness of purpose, steady industry, confidence in both himself and his product, and spurs the desire to make as many calls each day as he can.

Every product salesman and sales manager should ask himself what useful purpose he is serving in life. No matter how trivial the product may seem, if it has any merit at all, the salesman can develop a sense of usefulness in spreading its consumption. You may not feel that you have a high mission if you sell chewing gum, but let's see! The least that can be said for such a product is that it helps to keep teeth and gums in better condition, eases tension in some people, and supplies jobs for the gum makers and profits to the dealers who handle it. Is that worth while? Of course! And the gum salesman who feels that way will make more calls and sell more gum than the salesman who doesn't! When I was probing one day into the remarkable record of a salesman who sold canvas rubber-soled footwear, he said, "Why, I keep thinking how I am helping to make boys and girls better equipped to take part in athletics, and thus make themselves healthier and happier." He had a sense of being a benefactor to mankind, and it sold goods.

2. *Sell mind-pictures instead of merchandise.* In a way the life insurance underwriter is fortunate in having a product that has little physical attractiveness and is positively dreary to read. This forces him to sell with imagination. No one wants to buy a piece of paper crowded with legal language unless stirred to do so through a mental picture that is both engaging and important.

Beginning life insurance salesmen make the mistake at times of getting out their rate books and

using figures for the start. The more experienced agents, however, usually keep their rate books out of sight until the moment comes to quote a figure to close a sale. Instead they concentrate on presenting a mental picture of something which the prospect wants to have come true—"Wouldn't it be nice if the exact amount of money needed for your son's college education was mailed to you during the very month when he is ready to enter?"—"Wouldn't you like to feel sure that your wife will be sure to get an adequate monthly income if you are not here to earn it?"

The general reminder here is that products are rarely interesting in themselves; it is always something *beyond* the product—the result—that can possibly interest the prospect. Usually the worst product salesman is the man who sells product only; the best product salesman sells a picture of satisfying a need or aspiration.

3. *Fitting broad human needs.* While some people can be interested in figures and statistics, they are few compared to the legion which may better be sold through fitting a product to a human need. This is the tip of successful insurance salesmen: save figures for the last—unless you are putting on a special bargain sale of a well-known product.

4. *Don't slam competitors.* In no business with which I am familiar have I found such practical co-operation between companies and salesmen in selling their product as a whole at the same time that they are engaged in competitive selling. Home offices crack down on agents found guilty of "twisting," the life insurance man's term for the process of trying to unsell a policyholder on a present holding so that he will cash it in to buy something else offered by the "twister."

Tip to other salesmen: instead of trying to "twist" a prospect out of some other product to buy yours, have you ever tried saying, "That's fine! It's a good line." This doesn't stop you from adding your

(Continued on page 98)

Steel and
is a matt
success a
lation of
broad sta
on merit
any New

FUNDAMENTALS



Erving Galloway

Steel and stone . . . bricks and mortar . . . skyscraper construction is a matter of fundamentals, of essentials. Similarly, The Sun's success as an advertising medium is due fundamentally to a circulation of 300,000 concentrated among families with ample incomes, broad standards of living and the good taste that rates merchandise on merit rather than price. The Sun is a fundamental medium for any New York advertising campaign.

The Sun

The Newspaper of Distinction in its Readers, its News and its Advertising

NEW YORK

Bernard A. Grimes



JUST as this issue of **PRINTERS' INK** was going to press, Bernard A. Grimes, news editor of this paper, died suddenly of a heart attack in the office of his physician. He had been working on details of the Direct Mail convention report during the morning up to the very moment when, feeling slightly ill, he decided to go up to the doctor's.

On Monday night he had attended the opening of the Advertising & Selling Course of the New York Advertising Club, being a member of the Educational Committee.

Bernie, as he was always known to a host of friends in all parts of the advertising and publishing business, came to **PRINTERS' INK** in April, 1922, from a brokerage connection. Previous to that he had worked for several mercantile concerns.

A familiar figure at all conventions, he was noted for his accurate and complete reporting of such gatherings. After working for several years on **PRINTERS' INK**

under Albert E. Haase, formerly news editor and later associate editor, he was made news editor of **PRINTERS' INK** in January 21, 1926, and was working on his job when he died.

As news editor he was continually getting "confidential" information from all sorts of sources; never did he break a confidence. Rather than betray a confidential bit of information he would invariably put first the obligations of a real newspaper man who is told "This is not for publication." True to the best traditions of real reporting, he hated sham, stuffed shirts and hypocrisy.

Always an uncompromising fighter for truth and unvarnished simplicity, he was a true friend in time of trouble. An excellent companion and a loyal, unshirking worker, his genial spirit, his gift for making friends, his desire always to be of service, his unfailing good nature will be sorely missed by a wide circle of sorrowful friends.

Oct. 24

To
Bu

Here
the bu
paper a
of The
off a sn
it unde
what y

The
reached
York a
list sho
prospec
Times
ferred
people
selves
chases
fluence

To See New York's Best Buying Audience Look at



Here is a new way to examine the buying power of a newspaper audience as large as that of The New York Times. Break off a small portion of it and put it under the microscope. That's what you find at the right.

The same type of families is reached by The Times in New York and in Portland, Me. The list shows some of the preferred-prospect homes into which The Times goes in Portland—preferred prospects because these people are ready buyers themselves and because their purchases have an important influence on the buying of others.

IN PORTLAND, ME. THE NEW YORK TIMES GOES REGULARLY INTO

THE HOMES OF

Four Physicians . . . A Tailor
. . . Three Lawyers . . . Two
Salesmen . . . A Druggist . .
The City Manager . . . Three
Widows . . . President of a
Coal Company . . . Secretary
of an Investment Securities
Firm . . . President of a Lum-
ber Company . . . President of
Leading Clothing Store . .
Treasurer of Seed Company
. . . Partner in Wholesale Dry
Goods Company . . . President
of Insurance Firm . . . Treas-
urer of Building and Loan
Association . . . Manager of
Investment Securities Firm.

Reaching hundreds of thou-
sands of such easy-to-sell pros-
pects in New York, The New
York Times will produce volume
sales for you economically. Here
is the place to start advertising
in New York. Here is the place
to concentrate your effort.

The New York Times



Indianapolis

— GATEWAY TO A MAJOR MARKET



When an advertiser sells Indianapolis, he sells a market far larger than the Indianapolis one finds on the map. Actually, it comprises nearly two-thirds of the state of Indiana. Two million people . . . alert, able-to-buy . . . and influenced greatly in their buying habits by the capital city.

Because one habitually productive newspaper, The News, reaches and sells the "cream" of this big market, advertisers use it . . . ALONE . . . to do an effective advertising job.

THE INDIANAPOLIS *News*

New York: Ben A. Carroll, 110 E. 42d St. Chicago: J. E. Lutz, 180 N. Mich. Ave.

NEWSPAPER ADVERTISING IS POINT-OF-SHOPPING ADVERTISING

Some

THE
rector
is not li
problem
tion to s
own fiel
that he
fashion
erns the
For the
to save,
sums o
damages
not to
worry i

A ge
tion of
fringem
cluding
the rig
the art
illegali
enable
istence
requir

The
quently
cern sp
situation
mental
mention
will sta
the basi
self int
specific
concern

Litera

A pr
INK,* re
ner the
cance o
literary
hasty r
state th

* "Wh
I. W. D

Art Directors and the Law

Some General Legal Background Information Showing What They Can, Can't and Must Do

By I. W. Digges

Of the New York Bar

THE discretion which an art director is called upon to exercise is not limited to the more obvious problems of his office. In addition to specialized knowledge in his own field, it is of vital importance that he understand, in a general fashion at least, the law that governs the incidents of his occupation. For the art director is in a position to save, or cost, his employer large sums of money in the form of damages, legal fees and court costs, not to mention the trouble and worry involved in litigation.

A general background information of certain juristic fields, as infringement of literary rights, (including copyright), or violation of the right of privacy, will permit the art director to catch obvious illegalities at an early stage, and enable him to appreciate the existence of the more subtle problems requiring professional advice.

The legal questions most frequently asked by art directors concern specific examples and factual situations governed by the fundamental law of the two topics just mentioned. This article, therefore, will start with a development of the basic precepts, and resolve itself into a consideration of some specific points of more common concern.

Literary and Artistic Property Rights

A previous article in *PRINTERS' INK*,* recites in fairly detailed manner the development and significance of the common law right in literary property. For the sake of hasty review, it will suffice to restate that at common law, the crea-

tor of an original work, artistic in nature and form, had exclusive right to the control of the finished product until he should permit it to be published. This right protected the formal execution of the work, but not the idea inherent in it. Any person capable of reducing the same idea to a different form might do so with immunity from any legal recourse. An example will clarify and make more easily understood this apparently subtle distinction. Suppose a person submits to an advertiser a drawing depicting two men in a restaurant, one holding up a cup of coffee and exclaiming, "I like X coffee because it has a better taste." Later, the advertiser uses a layout showing two ladies at a tea table, one remarking, "I prefer X coffee because of its fuller flavor."

In each drawing, the idea is the same. It would not be a far guess that the idea for the second advertisement was suggested by the first. But there has been no infringement of literary or artistic property, since the form of expression, (i. e., the drawing, the language,) is entirely different in each of the advertisements. This common law right still exists, and is very much alive in modern law, as will be seen by reference to two modern cases quickened in advertising and born in the law courts. The copyright statutes, in substance, do no more than add a supplemental protection in point of time. Whereas the common law right expires with the first publication, adherence to the prerequisites of copyright procedure will secure the rights of the owner in his property for an additional period of time.

Essentially, however, the ele-

* "When Ideas Are Property." by I. W. Digges, August 8, 1935, page 7.

ments necessary to secure copyright protection, are the same as those required for the common law right. An understanding of the latter is thus needed to appreciate the former.

The very terms "literary" and "artistic" property indicate the first requisites. The finished piece must be of some literary or artistic value. Therein is rooted much of the vagueness and confusion of copyright law. Philosophy, the mother of all science and learning, cannot yet define these terms; can more be expected of her offspring, the law courts? Yet, some attempt must be made, as litigants cannot be turned away for lack of a standard.

For the purpose of the copyright statutes, these abstract requirements will probably be satisfied if it can be shown that the creator has contributed some quality peculiarly his own, call it taste, discretion or selective ability, which endows his work with a distinctiveness from the work of other persons. Whether or not this peculiarity is desirable is a question the courts dare not undertake to answer, and which, therefore, has become immaterial. Let it be emphasized, and ever remembered that this discussion concerns the formal execution of the work, and not the abstract ideas therein expressed.

Another requirement upon which depends protection of a literary or artistic property right, is that of originality. The very substance of the common law right is the protection of the originator, whose work has been duplicated wrongfully and without consent. Thus, originality is protected, by the earlier right, until the moment of publication. It follows, therefore, that a thief of an unpublished picture, will be liable to its owner, even if the wrongdoer obtains a copyright of the work in his own name. The publication, even though under an apparent copyright, is illegal, and a violation of the rights of the original owner.

Moreover, since the publication of the picture was without consent of its lawful owner, the original common law right has not been

lost, and the true owner can have the copyright set aside. He is then as fully protected, both by the common law right and by his ability to obtain a copyright in his own name, as he would have been in the absence of any initial, wrongful act.

An interesting situation arises when two individuals, working independently, and innocent of wrong, produce substantially the same finished product. The common law right secures to the originator the right to control the first publication of his own work. Since the individuals arrived at their results by virtue of their own labors, the finished product of each is the property of each. Suppose that one publishes his piece. The second may still have a remedy against a wrongdoer who has filched his work, but would, of course, be without recourse against a person who has copied from the published work of the first individual. What happens under the copyright statute? The terms of this legislation provide

"That any person entitled thereto, upon complying with the provisions of this Act, shall have the exclusive right:

(to reprint, etc.)."

Obviously, only one person can be entitled to an "exclusive" right.

It must follow, therefore, that both originators cannot obtain copyrights in the same piece of work. Both, however, are "entitled thereto." The only possible solution, unfair as it may at first appear, is to award the statutory protection to the one first complying with the terms of the Act.

With these general principles as background, and the terms of the copyright statutes governing specific situations, and construed in the light of the fundamentals, the art director can do much in the line of trouble shooting. He would be very foolish, indeed, to rely entirely upon a discussion which is, admittedly, so general in character. It is sufficient, however, to enable him to recognize the existence of a problem rather than proceed on certain jobs in false confidence.

The
been
dividu
bringi
tion,
the e
quent
tories
broad
and a
nature
only t
develo
encom
cases,
sistenc

The
law up
to two
not ro
second
tions
two of
remed
of suc
ing to
viding
tempts
the co
the co
commo
circles

The
found
obviou
large-s
crease
throug
arise a
private
name
the pu
tures
enemie
lic exa
chapel
laws
portray

The
with v
mately
which
retiring
posed
finding
the cor
vertiser
factual
than th
the ju

The Right of Privacy

The right of privacy has often been defined as the right of an individual to prevent others from bringing him to the public attention, and thus submitting him to the embarrassments which frequently result from undesired notoriety. This definition is much too broad in its scope to be accurate, and a true understanding of the nature of this right can be realized only through study of its historical development. No single definition encompasses the rules of all the cases, or reconciles apparent inconsistencies.

The unsatisfactory state of the law upon this subject is traceable to two factors. First, this right is not rooted in the old common law; second, the courts of all jurisdictions except New York and one or two other States, feeling that some remedy should exist for violation of such a right, have been unwilling to await legislative action providing relief, and have made attempts to engraft the right upon the common law. Such action by the courts, although not correct is common, and is known in legal circles as "judicial legislation."

The reason that no such right is found in the early common law is obvious. Not until the advent of large-scale advertising, and increased media of circulation through mechanization, could there arise a factual situation in which a private person suddenly finds his name or picture spread broadside to the public. The malicious caricatures by a mural painter, of his enemies, flagrantly exposed to public examination on the walls of a chapel, were amply covered by the laws of defamation. Favorable portrayals were not objected to.

The camera, however, combined with wide-scale advertising, ultimately produced a situation in which an individual of modest and retiring sensibilities might be exposed to untold embarrassment by finding his picture spread through the community or nation as an advertisement for dog biscuits. A factual situation arising earlier than this, however, had prepared the judicial road to the "right of

privacy" decisions. That situation was as follows:

Suppose that A should write a letter to his friend B. B, for one reason or another, sees to it that the letter is published in some public journal. It is obvious that A has just grounds for complaint, but has he any legal remedy? Whether or not he had, the courts felt that the situation demanded one. The nearest principle upon which they could base relief, in the absence of statute, was the theory of literary property. With a not too thorough consideration of the problems involved, they relied upon this doctrine and afforded relief accordingly.

A careful analysis of the problem, however, must reveal fatal flaws in such a holding. First, the majority of letters which form average correspondence are lacking in literary value. Second, the sending of the letter to another person, without express or implied reservation, would constitute a gift of it to the addressee, if not a dedication to the public. Title in the letter passing to the receiver by the gift, he would then be free to do with it as he pleased, without let or hindrance by anyone. Although these defects were undoubtedly urged upon the courts, they held tenaciously to the doctrine that private letters might not be published against the will of the writer, no longer relying heavily upon the literary property theory, however.

The next step in the development arose out of the typical modern situation. A life insurance company used pictures of an individual in its advertisements. When presented with these facts, the courts held for the individual plaintiff, upon the express theory of a right of privacy, i.e., the right of an individual not to be publicized, and cited the letter cases as authority for the proposition. Thus, we see super-imposed upon the common law, a doctrine which could not have originated until comparatively recent times.

New York, whose courts correctly refused to find any such principle as part of the common law, has since enacted legislation

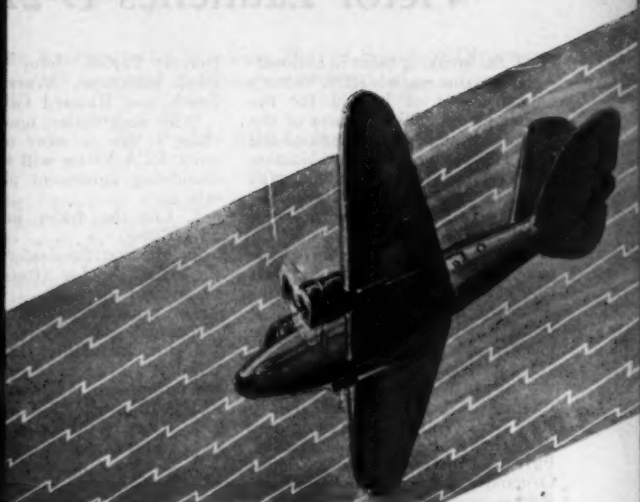
(Continued on page 94)



DATE

HEARST

39 VITAL SELLING RESOURCES



ADDED SALES POWER

The safety of flying has been greatly enhanced by the "beam" transmitter. Through the pilot's ear-phones comes the buzz or signal which tells him he is on the course.

Millions of families—nearly a fifth of the population of the nation—find shopping guidance in the advertising columns of 39 great Hearst newspapers.

NEWSPAPERS

FORCES IN 18 GREAT MARKET AREAS

Victor Launches D-22

AT the breaking point in national-magazine space is RCA Victor's announcement of its bid for the higher-priced radio business of the fall-and-winter selling season—the new D-22, which is a combination of receiving set and phonograph and with which is offered a library of records, the whole to retail at \$1,550.

To dealers has gone an eight-page presentation, announcing that this newest thing in the merchandising of music will be advertised in fifty newspapers and in eleven magazines.

Double-spread announcements of the library will carry lists of "distinguished dealers." The library copy will feature the committee that selected the records—Geraldine Farrar, Walter Damrosch, Eugene Ormandy, Jascha Heifetz, Sergei Rachmaninoff, Fritz Kreisler,

Deems Taylor, John F. Royal, Paul Whiteman, Warren Storey Smith, and Richard Gilbert.

With each dealer, upon his purchase of one or more of the new units, RCA Victor will sign a merchandising agreement pledging itself to:

1. List the dealer in magazine advertising;

2. Mention the dealer's name in the RCA Sunday afternoon radio broadcast;

3. Prepare and mail a four-unit direct-mail campaign;

4. Provide additional by-mail material at a price to be rebated upon the purchase of additional libraries and D-22's;

5. Refer to the dealer the names of inquirers; and

6. Continue national advertising of the library-D-22 unit "at the discretion of RCA Victor."



Transferred by Capper

J. Felix Morris has been appointed Chicago representative of the Topeka *Capital*, Kansas City *Kansan* and Station WIBW, with headquarters in the Chicago office of the Capper Publications. He has been national advertising manager of the *Kansan* and Kansas City representative of the *Capital*, in which positions he is succeeded by Mark Jones, local advertising manager of the *Kansan*. H. L. McKee, of the *Capital*, joins the local staff of the *Kansan*, of which Wendell Braum has been made local advertising manager.



Appoints Donahue & Coe

The Angostura-Wuppermann Corporation, New York, sales agency and licensee for Angostura Bitters, has appointed Donahue & Coe, Inc., agency of that city, to handle its advertising account. Plans call for the use of newspapers, magazines and radio.



H. J. Henry Joins Tek

H. J. Henry has joined Johnson & Johnson, New Brunswick, N. J., as director of the Tek Tooth Brush division. He has been in the tooth brush and allied drug products field for thirteen years.

Heads Grove Laboratories

Harry B. Goldsmith, for the last three years vice-president and general manager of the Grove Laboratories, Inc., St. Louis, has been elected president to succeed John R. Shepley. Mr. Shepley who is also vice-president of the St. Louis Union Trust Company, will continue as a director of the company. This company was formerly known as the Paris Medicine Company.



Young & Rubicam Add to Staff

Thomas Everitt, Harry Vonzell and P. Weaver have joined the radio department of Young & Rubicam, Inc., New York. Mr. Everitt was with J. Stirling Getchell, Inc., as radio director. Mr. Vonzell was formerly an announcer for the Columbia Broadcasting System, New York, and Mr. Weaver was formerly program manager of KFRC, San Francisco.



With Marschalk & Pratt

David L. Brown, recently with McCann-Erickson, Inc., New York, as account and special radio executive, has joined Marschalk & Pratt, Inc., New York agency, as an executive. He has also been advertising and sales manager for the Goodyear Tire & Rubber Export Company and with the Geyer Company, Dayton.

Compro

THE
tions
majority
re-affirm
erance a
been the
year car
Despite
blings o
mise agr
laws res
board of
newspape
umphant.
the mem
annual co
point of
carried.

The al
over def
lation, w
combinat
uniformit
dissolved
action. V
in their r
divergent
these poi
the consi
directors,
the issue
session.
every cas

The ne
specific r
were als
structure
principle
the matter
lisher div
as a pote
There wa

The pri
the new
in the b
twenty-fiv
change in
ships am
newspaper
rectors, n

Harmony Rules A. B. C.

Compromise Agreement on Working Plan of Board of Directors
Is Accepted at Chicago Convention

By P. H. Erbes, Jr.

THE Audit Bureau of Circulations marked its attainment of majority last week by a striking re-affirmation of the spirit of tolerance and co-operation which has been the keystone of its twenty-one year career of useful service.

Despite advance rumors and rumblings of dissension, the compromise agreement on changes in by-laws reached last month by the board of directors and the special newspaper committee emerged triumphant. By a unanimous vote of the membership, assembled in the annual convention at Chicago, every point of the harmony program carried.

The allegedly impending "battle" over definition of net paid circulation, with particular reference to combination sales, basic prices and uniformity of reports, was also dissolved in a reasoned course of action. While the divisional groups in their respective meetings adopted divergent resolutions on some of these points, all were referred to the consideration of the board of directors, with no attempt to force the issue on the floor of the general session. Again the vote was in every case unanimous.

The new dues structure and the specific rates to be applied thereto were also approved. While the structure had been approved in principle at last fall's convention, the matter of exact rates for publisher divisions had been regarded as a potential point of contention. There was no dissenting vote.

The principal change effected by the new by-laws is an increase in the board of directors from twenty-five to twenty-seven and a change in distribution of directorships among the divisions. The newspaper division gains two directors, now has six instead of

four. The advertising agency division gains one director, giving it three representatives where it previously had two. The advertiser division loses one directorship, going from thirteen to twelve. The magazine, business-paper and farm-paper divisions remain as before with two directors each.

The six newspaper directors are to be elected according to the following schedule, effective with the 1936 convention: one each from the Eastern and Central standard time zones; one from the Mountain and Pacific time zones together; one for the Canadian newspapers; one representing newspapers having less than 15,000 net paid circulation; and one director who is actively engaged in the management of a newspaper circulation department.

In the modus operandi of the board there are two changes. A quorum is now thirteen directors instead of nine. No change in the by-laws or rules may now be made at the meeting at which the change is proposed, except (this for cases of emergency where immediate action is required) upon unanimous consent of the directors present.

On the subject of Bureau rules concerning combination sales, this resolution was adopted:

RESOLVED: That the board of directors clarify the combination sales rule in such a way as to insure the application of the fundamental 50 per cent net paid rule of the Bureau.

The present rule governing the sale of subscriptions for two or more publications has led to some misunderstandings, particularly in cases where the price for one publication is considerably higher than the prices for the others in the group. The farm-paper, agency,

***Politicians ignore it—
Brain trusters scorn it—
Business men
take it for granted!***

FOR the last five years, Federal and State agencies have tried to relieve unemployment by "made-work." Ways and means of creating jobs have challenged the ingenuity of those in government who believe that a job is better than a dole. But how were jobs created before the depression came?

The ABC of Economics

As an advertising agency, it has been our privilege to see the inside of the American economic system during the past 60 years and more. We have sat in the councils of management. We have studied the problems of sales and have translated the virtues of a product into the most compelling appeal we could command in order to sell the goods of our customers. And then what happened?

As sales increased, jobs were created. As volume grew, there were more jobs inside the plants whose products we helped to sell. More jobs, too, in the plants where raw materials were used. When the railroads shipped more goods, more freight cars were needed, more handlers employed. In distribution, jobbers and retailers in turn employed more sales people. All this has been an every day routine in the operation of the American economic system. Business Men take it for granted. Politicians ignore it. Brain Trusters scorn it.

America Builds from Within

But the American economic system has been built by jobs made from within and not from without. By jobs that resulted from ever greater sales ability and sales

stren
sales
In
ward
amou
sales
mone
was t
on m
turne
divid

S
All t
succe
accel
ing,
Sales

Tru
the m
wide
the vi
who c
fire an
they l
that s
comm
you:

If An
before
busine
But B
giving
with r
other

LO

There are
Toronto
contains

strength as spread throughout the nation by advertising—
salesmanship-in-print.

In the past 63 years we have invested for clients upwards of \$500,000,000 in advertising—\$180,000,000 of that amount in the last five years of depression. Billions in sales accrued to our clients as a result of investing this money. Employment for hundreds of thousands of men was thus created. A million retailers made their mark-up on millions of sales. Freight loadings swelled. Banks turned their money. Ships loaded their cargoes. And dividend checks got into the mail.

Salesmanship-in-Print Turns Dollars into Jobs

All these things happened because someone appealed successfully to the millions to buy. Because someone accelerated the quick exchange of goods with advertising, which Lord & Thomas defined 30 years ago as *Salesmanship-in-Print*.

True salesmanship-in-print is a great deal more than the mere writing of copy. It is a commercial concept as wide as the field of human imagination and emotion. It is the vital stuff of which commerce is made. And the men who can apply its principles with mastery and creative fire are few indeed. Yet they are here at Lord & Thomas—they have *always* been here. Men with the *feel* for ideas that *sell*. Men who know that advertising success, like all commercial success, depends on getting big men behind you: Men Who Can Sell the Most for the Money.

Jobs Made from Within

If America's recovery is to be real, it must, as always before, rest securely on jobs made from *within* American business. Politicians ignore this. Brain Trusters scorn it. But Business Men who win, take it for granted. And in giving irresistible buying Reasons-Why to the millions with money, salesmanship-in-print creates jobs for the other millions, which means a Real Recovery.

LORD & THOMAS • advertising

There are Lord & Thomas offices in New York; Chicago; Los Angeles; San Francisco; Toronto; Paris; London. Each office is a complete advertising agency, self-contained; collaborating with other Lord & Thomas offices to the client's interest.

magazine and newspaper divisions each requested clarification. The agency division suggested that if a combination lists both newsstand and subscription prices, the newsstand prices must apply in figuring the new percentages for the combination sale.

One of the most debated of all the proposed rule revisions discussed in the divisional meetings was the question of basic subscription price. The newspaper division requested the board to eliminate the term "basic price" and the definition thereof from the rules. It was claimed that at present a publication could change its basic price, as published in the masthead, with every issue if it wanted to. The magazine division endorsed the present definition of "basic rate" and asked that the differential rate classification be eliminated from the magazine forms.

Change on First Page of Forms Discussed

Much discussion in the newspaper session was devoted to the proposition that only net paid circulation be recorded on the first page of the report forms of all media. Such is now the case with the newspaper forms. The group adopted a resolution recommending that the board develop ways and means for bringing about such a change "as soon as possible, and, at the same time, do so without working an undue hardship on any publication division."

The question of whether the existing moratorium on the three-month arrearage rule should be lifted was raised at the convention. The six-month arrearage allowance granted under the moratorium was made because of adverse economic conditions and there is some feeling that it might now properly be eliminated. Varying opinions were expressed by the divisional groups and the subject was referred to the board for further study and consideration.

The attendance at the convention was, as had been anticipated, the largest in the history of the Bureau. In person and by proxy, 1,407 members were represented. And there is no doubt or secret

about the fact that expectation of a bitter fight over some of the issues to be presented, most of them arising from the special newspaper committee's investigation of A. B. C. rules and operations during the last year, accounted in large measure for the turnout.

For weeks war talk had been rife. Mailmen shouldered loads of declarations, proclamations and requests for proxies. The telegraph companies also got some unlooked for business. During the three days immediately preceding the meeting, when many A. B. C. members were in town for meetings of other publishing and advertising groups, the Chicago atmosphere was charged with what might have been the makings of a first-class scrap. And as the opening general session of the Bureau came to order on Thursday morning, there was a definite tension in the air.

This is just an opinion, of course—the psychological mood of a meeting is distinctly an imponderable—but it somehow seemed that the turning point in the temper of the convention came with the address at that first session of John Cowles, associate publisher of the *Des Moines Register-Tribune*.

Urges Continuance of Co-operative Spirit

After discussing frankly and in detail the changes contemplated in the board's compromise program and the proposed revisions in rules which were to come up, Mr. Cowles summed up the situation with these remarks:

"The A. B. C. needs a continuance of the co-operative spirit. Possibly by sheer force of numbers the newspapers could pass rules that would cripple the magazines or business papers. In my opinion the A. B. C. should not be used by the newspapers or any other group to try to compel other media to run their business along different lines from what they desire.

"So long as the important basic rules for judging circulation are identical—and if in any comparable cases they are not, they should be made so—we newspaper publishers should not interfere. We must not

tolerat
of any
ing pla
try to
circula
of som
to reg
ours i
adverti

"The
success
co-oper
dreds
prejudi
mony
and to
ions. I
of the
respect
recomm
they m
comes
tails—l
throw s
sion ov
mony a
is wort
us to j

A Time to Construct

It al
stray r
mained
job of
mopped
preside
ing Co
most ti
gestions
vention.

"Busi
hope it
rolling
put any
no sens
edges o
about t
what is
isn't—al
doesn't
scheme

"Don't
thing.
broad.
this con
of these
cause I
plenty o
"Why
that is

tolerate interference by publishers of any type of media with the selling plans of another. We must not try to use A. B. C. rules to control circulation activities or practices of someone else because we happen to regard him as a competitor of ours in the quest of the national advertiser's dollar.

"The A. B. C. can only continue successful through harmony. In a co-operative organization with hundreds of different viewpoints and prejudices we can only have harmony by intelligent compromise and tolerance of conflicting opinions. If any important basic rule of the A. B. C. is not uniform with respect to all publications, let's recommend to the directors that they make it uniform, but when it comes to the trimmings—the details—let's live and let live, let's throw suspicion and competitive passion overboard and continue in harmony and good-will. The A. B. C. is worth too much to all of us for us to jeopardize its future."

A Timely and Constructive Suggestion

It also seemed likely that any stray rivulets that may have remained after Mr. Cowles' masterly job of tide-turning were expertly mopped up by Thomas H. Beck, president of the Crowell Publishing Company, who advanced the most timely and constructive suggestions of this or any other convention. Said Mr. Beck:

"Business is good with me. I hope it is with you. It is just rolling fast. Why gum it? Why put anything in the way? I see no sense at all fussing around the edges of this thing—big arguments about this form and that form and what is bulk circulation and what isn't—all of it is minutiae. It doesn't amount to a damn in the scheme of things.

"Don't let us be small about this thing. Let us be big. Let us be broad. Let us be friends, cut out this competition. Let us get more of these advertising dollars, because I can assure you there are plenty of them available.

"Why not every newspaper man that is here, every magazine man

that is here, farm-paper man, business-paper man, go home and get some orders. One of our publications—I hesitate to mention the name, I might be accused of advertising—has just booked for November double the amount of advertising we had in 1934 and November, 1934, was a damned good month. Let's go to work!"

Frank S. Newell, circulation manager of the Toledo *Blade* and chairman of the special newspaper committee, outlined to the opening general session the history of that committee and the reasoning which led to the revisions in Bureau structure which it had recommended. He stressed the point that in no way were the newspapers going to attempt to take advantage of their numerical strength by forcing certain changes in the rules over and above those included in the harmony program.

Henry T. Ewald, president of the Campbell-Ewald Company and Ken R. Dyke, general advertising manager of the Colgate-Palmolive-Peet Company, presented, respectively, the views of an agent and an advertiser on changes in the rules which had been proposed during the last year. Both placed particular emphasis on revisions in report forms suggested by the newspaper committee and urged that the present forms be retained.

Says Each Medium Has Its Place

Mr. Ewald stated that "the buyer is the only one who has a right to say what facts he wants and how he wants them dished up." He urged a greater spirit of co-operation among publishers, adding: "We consider the various classes of media not as competitors but in their relation to the job to be done. Each medium has its specific place in the advertising program, and there should be no serious feeling of rivalry between them."

"Obviously we buyers want different information for magazines as compared with newspapers, and from newspapers as compared with business publications," declared Mr. Dyke. "The present forms are excellent. They give us the

Tell it to Sweeney... —tired of saving!

MRS. JOHNSON was small and
sallow and dowdy, but she wasn't at all
impressed with the baby's undershirt,
Special 59c. So the sales girl produced
some other baby shirts at 39c, and a
perfectly marvelous value at 27c.

Mrs. Johnson frowned. "I wouldn't
let my baby wear that junk. Haven't you
got anything better?"

The sales girl was a little put out, but
poked around under the counter and
brought out more tiny shirts at 99c and
\$1.50. Mrs. Johnson bought three of the
\$1.50 shirts.

He wanted a hat in a hurry. The
salesman looked inside his old hat to get
the size. A label inside identified the old
hat as a nationally known brand, selling
at ten dollars. The salesman brought out
a new five-dollar hat, and tried hard to
make the sale.

Mr. Ernst, the butcher, had in mind
replacing his old refrigerators with new
white metal and glass cabinets, elec-
trically cooled. The salesman figured out
the specifications and went over the cata-
log with him. The new stuff ran to
around fifteen hundred dollars. Then the
salesman said: "I'll tell you. Why don't
you get new insulation for your present

boxes? It'll cost about one-fifty. And
three-fifty I can put a cooling unit in
basement and you'll be all set." So Mr.
Ernst bought the insulation and the

FOR five fierce years, the American
people hoarded for the imminent rain
day, which has come and gone. Mean-
while, children grew up and all of
grew older. Furniture, clothes and
wore out. A long diet of doing without
made life lean and unlovely. Fear kept
the cupboard bare and the pocketbook
closed.

Three years have gone by since the
low point of the depression and thirty
months since the bank holiday. Men
have gone back to work, wages
and salaries have gone up. Prices are
up, sales are up, securities are up and
profits are up. The future is uncertain
as ever, but not as dark as it was. Americans
want to forget the winter of their
despair, enjoy the springtime of
recovery; want to live in the now and
let the future come, want to savor the
cash and let the saving go.

But all over this country there are
salesmen and merchants and business
men trying to sell cheap things to
people who want better things, trying
to save money for people who want



end it. I
with the cr
sell bet
me to ad
ood place

BECAU
rong aga
orkers v
1,000. Th
milies. A
comes a
nd the in
ray ahead
mericans

bune Tow

/...
g!

ify. And
ing unit in
et." So he
and the un

the Ameri
minent rain
gone. Mean
and all of
thes and c

ing witho
y. Fear la
pocketbo

by since
n and thi

oliday. In
work, was
. Prices a
are up a
is uncerta
it was. A
he winter
bringtime
he now a
to savor

ry there
nd busin
o things
ings, try
who want



end it. It's time business caught up with the customer! It's time we started to sell better goods again. It's a good time to advertise. And New York is a good place. . . .

BECAUSE the Sweeneys are going strong again. The Sweeneys are New Yorkers with family incomes under \$5,000. There are 1,500,000 Sweeney families. And most of them have had to come all through the depression. And the incomes of the Sweeneys are way ahead of those enjoyed by most Americans. Collectively, the Sweeneys

are the richest large group of people on earth. And collectively they are duck soup for any firm which has something to sell worth buying.

Collectively, too, the Sweeneys are a cinch for the smart advertiser. Because more than two-thirds of them can be reached through one New York newspaper—The News. The News sells more than 1,600,000 copies daily, more than 2,600,000 copies Sunday; sells most of those copies in New York City and its suburbs. The News carries more advertising than any other New York paper but one—and News advertising is all display (no classified) with the highest line rate of any American newspaper. But the cost of News advertising is the lowest, per audience reached, of any newspaper in America.

So Tell It to Sweeney, in New York, in The News. Match a good product, good salesmanship, good advertising and The News against this extra good market now—and you'll go places!

THE NEWS
NEW YORK'S PICTURE NEWSPAPER

Tribune Tower, Chicago • Kohl Bldg., San Francisco • 220 EAST 42nd ST., NEW YORK

information we want. I trust and believe that we buyers are intelligent enough to use them the way you want us to."

The work of the convention adds up to a constructive record of accomplishment for the last year. The self-examination of the Bureau's workings which was conducted through the activities of the special newspaper committee has as its tangible product an improvement in the machinery of the organization. A less tangible but highly important by-product is the fact that through the discussions and thought stimulated by the committee's proposals, the entire membership has been re-educated in the traditions and the basic fundamentals of the A. B. C., as well as in the specific meanings of its rules.

President Thomson Makes Annual Report

President P. L. Thomson scored 100 per cent as a prophet when, in closing his annual report, he said:

"I believe we may go from this convention with genuine satisfaction that having undergone the examination by its members, the Bureau emerges stronger than ever, its fundamental policies re-affirmed, its machinery better fitted to changed conditions, and the way open to a period of larger service to an ever-increasing membership."

In the earlier stages of his report, which was the first order of convention business, President Thomson supplied some pleasant listening on the internal health of the Bureau.

Financially, the A. B. C. finished up the year with a balance of \$8,619.66 of earnings over and above expenses, marking the first time since 1932 that it has operated within its income. This compares with an operating deficit of \$19,631.34 for the previous twelve months. Income from publishers' dues and assessments was up 7.4 per cent, contributing factors to which were increased circulation, tightening up in billing procedures and the fact that the restoration of the 10 per cent discount on dues in 1934 became fully effective. Total income was 8 per cent more

than that of the preceding year, while expenses were held within 1 per cent more.

In membership, the Bureau has, as Mr. Thomson put it, "turned that elusive corner." After four successive years of decline, a net gain of 134 members was registered last year, of which one hundred were advertisers. The total membership is now 1,856, only 149 or 7 per cent off the all-time peak of 1930. The advertiser membership is now the largest in history.

Unanimously adopted was a resolution, offered by Ralph Starr Butler's hard-working resolutions committee, expressing appreciation of the continued loyal and effective work of the management and staff of the Bureau. From the floor was proposed another commending the tireless and efficient services of President Thomson, and that, too, was passed by unanimous vote.

A memorial on the deaths of fifty-one executives of A. B. C. member organizations was read by H. A. Sprague, publisher of the St. Joseph, Mo., *News-Press*.

B. K. Sandwell, editor of *Saturday Night*, Toronto, addressed the annual luncheon meeting on Thursday. He discussed some of the economic and political trends in present-day Canada.

Election of Directors Also Held

The annual election of directors produced these returns:

Advertiser Division: F. R. Davis, General Electric Company; T. F. Driscoll, Armour & Company; Eben Griffiths, Socony-Vacuum Oil Company; Grafton B. Perkins, Lever Brothers Company; P. L. Thomson, Western Electric Company; J. W. Dineen, General Motors Corporation.

Advertising Agency Division: B. C. Duffy, Batten, Barton, Durstine & Osborn, Inc.; H. H. Kynett, Aitkin-Kynett Company.

Business Paper Division: E. R. Shaw, *Power Plant Engineering*.

Farm Paper Division: Fred Bohen, *Successful Farming*.

Magazine Division: S. R. Latshaw, Butterick Publishing Company.

Newspaper Division: H. W.

SOLD!

28 OUT OF 30 FARMS!

THIRTY farms were advertised in the Classified Ad columns of The Courier-Journal and The Louisville Times by The Federal Land Bank of Louisville. Twenty-eight of these farms were sold.

The Bank reports that while most of the purchasers were farmers, there was a much keener interest on the part of investors than has been shown in the past.

This is very definite evidence of the interest in and the ability to buy in this section and it is also evidence of the wide and effective coverage that is available through these papers which are read from one end of Kentucky to the other and throughout Southern Indiana.

You may have no farms to sell, but whatever your product may be it can be sold profitably in Kentuckiana if advertised in the one medium that gives effective coverage of this market:—

The Courier-Journal. THE LOUISVILLE TIMES.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

THE FACTS

AS REPORTED BY MEDIA RECORDS, INC.

THE FIRST NINE MONTHS OF 1935—

The Chicago Daily News carried 599,590 MORE lines TOTAL FOOD ADVERTISING than its nearest competitor—736,228 MORE lines than the third newspaper in the field.

The Chicago Daily News carried 338,074 MORE lines TOTAL FOOD ADVERTISING than the other two evening papers COMBINED—54,880 MORE lines than the two morning papers AND the three Sunday papers COMBINED.

The Chicago Daily News, naturally, carried MORE retail food advertising and MORE general food advertising than any other Chicago newspaper *by a wide margin.*

The Chicago Daily News' leadership is not confined to Chicago. Every year since 1930 The Chicago Daily News has been FIRST in food advertising among all daily newspapers in the United States.

The Chicago Daily News' supremacy in food advertising is significant to *every* advertiser who wants to sell more goods in Chicago. Food, with its short-profit margin, necessitating quick turnover and large volume, is *the real test* of a newspaper's ability to sell goods—*any* goods!

THE CHICAGO DAILY NEWS

-Chicago's Home Newspaper-

GEORGE A. McDEVITT CO., National Advertising Representatives.

FO
AL
FIR

EVENIN

DAIL

AME

TIME

MORNI

TRIB

HERA

SUNDA

HERA

TRIB

TIME

DA

New

W YORK

FOOD ADVERTISING

ALL CHICAGO NEWSPAPERS

FIRST NINE MONTHS OF 1935

EVENING NEWSPAPERS	Retail Linage	General Linage	Total Linage
DAILY NEWS	671,595	469,150	1,140,745
AMERICAN	205,260	335,895	541,155
TIMES	200,376	61,140	261,516

MORNING NEWSPAPERS

TRIBUNE	154,590	249,927	404,517
HERALD-EXAMINER	130,168	56,328	186,496

SUNDAY NEWSPAPERS

HERALD-EXAMINER	24,631	218,320	242,951
TRIBUNE	75,318	154,471	229,789
TIMES	21,042	1,070	22,112

FOOD DAILY NEWS

Newspaper

NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

Stodghill, *Louisville Courier-Journal and Times*; Harry S. Webster, San Bernardino, Calif., *Sun and Telegram*; J. Noel Macy, Westchester Newspapers, Inc., Yonkers, N. Y.; W. J. J. Butler, Toronto, Ont., Canada, *Mail and Empire*.

Messrs. Dineen, Kynett, Webster, Macy and Butler are new to the board. All others are re-elections. Each was elected to a two-year term, with the exception of Mr. Butler, named for one year.

Following adjournment of the convention, the new board met and elected P. L. Thomson to his ninth successive full term as president of the Audit Bureau. All other officers were re-elected, as follows:

Vice-president, F. R. Davis; second vice-president, S. R. Latshaw; third vice-president, Ralph Starr Butler, General Foods Corporation; secretary, T. F. Driscoll; treasurer, E. R. Shaw.

* * *

Major Market Officers

COL. LEROY W. HERRON, advertising manager of the *Washington Star*, was elected to a third term as president of Major Market Newspapers, Inc., at the annual meeting at Chicago last week. John F. Tims, Jr., New Orleans *Times-Picayune*, was elected first vice-president and Carl P. Slane, Peoria *Journal-Transcript*, is the new second vice-president. Frank E. Fehlman continues as secretary-treasurer and managing director.

These directors were elected: F. B. Hurd, Providence, R. I., *Journal-Bulletin*; H. H. Hoffman, Worcester, Mass., *Telegram-Gazette*; Paul F. Morgan, Canton,

Ohio, *Repository*; E. E. Robertson, Kansas City *Star*; George M. Burbach, St. Louis *Post-Dispatch*; Frank G. Huntress, Jr., San Antonio *Express*; J. A. Van Buren, Cleveland *Plain Dealer*; M. B. McNab, Omaha *World-Herald*; Patrick M. Feeney, Newark *News*; G. C. Hamilton, Sacramento, Calif., *Bee*.

At the membership luncheon meeting, Col. Herron announced plans for a program of expanded activity during the coming year. Frank E. Fehlman gave a presentation of the new newspaper advertising solicitation which has been developed by the Major Market Newspaper group.

* * *

Farm Papers Hopeful

INCREASED lineage figures and a bright outlook for the future found farm-paper publishers in an optimistic frame of mind at the annual convention of the Agricultural Publishers Association at Chicago last week. In his annual report, Victor F. Hayden, executive secretary, noted that up to and including September, 1935, farm-paper lineage increased 9.9 per cent

over the same period in 1934.

Five directors were re-elected, as follows: W. H. Cowles, Jr., Pacific Northwest Farm Trio; Marco Morrow, Capper Publications; Fred Bohen, *Successful Farming*; C. V. Gregory, *Prairie Farmer*; Dr. Tait Butler, *Progressive Farmer and Southern Ruralist*.

The meeting was devoted to discussions of association affairs.

G
Re-org

A NE
the
ing sale
last we
organiz
under s
Bankru
Judge
United
Chicago
Chicago
A he
under
proceed
Prom
will be
chise
Broadc
York, t
for a s
poration
of man
Goodwi

A ne
ing this
having
tory by
submitt
poration
operate
templat
advanci
get th
broadca
cieties
are to
centage
fluenced
labels t
1 per c
is to b
Worker
monetar
expense
Two
the new
1. Th
carried
period.
objecte
this in
tract w

Goodwin Petition Granted

Re-organization Is Now Under Way as Result of Federal Court Action in Chicago

A NEW lease on life was given the Goodwin Plan for promoting sales through church societies last week when a petition to re-organize the Goodwin Corporation under section 77-b of the Federal Bankruptcy Act was approved by Judge Philip L. Sullivan of the United States District Court at Chicago. Robert W. McKinlay, of Chicago, was appointed trustee.

A hearing on the specific plan under which the corporation will proceed has been set for October 24.

Prominent in the consideration will be a proposal to grant a franchise to the Church Workers' Broadcasting Corporation, of New York, to operate the Goodwin Plan for a six-month period. This corporation is sponsored by a number of manufacturers listed under the Goodwin Plan.

A new contract for consummating this franchise—a previous one having been regarded unsatisfactory by a creditor group—has been submitted by the New York corporation. As before, it agrees to operate the Goodwin Plan as contemplated under the original set-up, advancing the necessary capital to get things started. The "oral broadcasters" of the church societies and the field organization are to be paid their respective percentages of the retail sales influenced, as evidenced by product labels turned in. Three-quarters of 1 per cent of the retail sales prices is to be retained by the Church Workers' organization to meet its monetary advances and the current expenses.

Two major changes embodied in the new contract are these:

1. The Goodwin name is to be carried along in the franchise period. Some of the creditors had objected that failure to provide for this in the previous proposed contract would be contrary to their

interests. So, on all printed matter and stationery, the New York company agrees to display the following wording: "Operators of the Goodwin Plan."

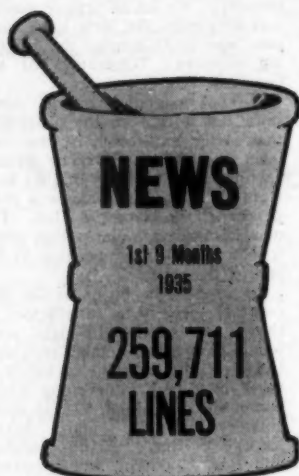
2. The original proposal, creditors felt, left open the possibility that, after expiration of the contract, the Church Workers' Broadcasting Corporation might keep right on going and become a competitor of the Goodwin Plan. The new contract stipulates that there will be no such competition at the end of the term.

In general the terms of the new contract seem to be satisfactory to those concerned, although some would have a few further modifications on the details. Included in these is a new intervening group composed of Adolph O. Goodwin, founder of the plan, Major George F. Berry, Arthur Gardner and Earl Goodwin, whose interest is expressed both as that of creditors and of holders of more than two-thirds of the common stock of the Goodwin Corporation. Among other things, this group would like to see something said in the contract about the preservation of the Goodwin principles of "social justice," which were laid down in presenting the Plan to church organizations.

All agreed on the necessity of speed in getting things moving, as well they might, since the big question mark in the whole picture is: What has happened to the field organization of district managers, district representatives and 250,000 oral broadcasters? A good share of this organization was enlisted as long as two years and more ago, and it is wholly possible that the enthusiasm of the broadcasters may have cooled somewhat in the intervening time and that the representative personnel may have turned to other callings.

The Drug Linage

As Medicine



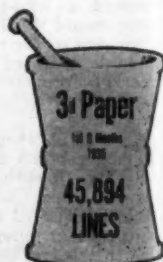
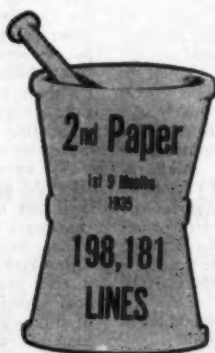
Weekdays

First 9 Months, 1935

NEWS	243,320 lines
2nd Paper	112,699 "
3d Paper	39,364 "

Total

NEWS	259,711
2d Paper	198,181
3d Paper	45,894



Dr
more
effecti
drugs

Be
trated
circul
by ex
tisers
its co
dicate

Th
News
Electr
Hous
Rotog
In fac
tically
of ad

The

New
I A K
50 E

g^ettuation in Detroit Records Reports It!

Drug purchases depend on homes. The more homes a newspaper reaches, the more effective a medium it is for the sale of drugs, cosmetics and similar products.

Because The Detroit News is concentrated in the homes of Detroit, 76% of its circulation being delivered direct to homes by exclusive News carriers, drug advertisers have shown marked preference for its columns, as the figures opposite indicate.

The same preference for The Detroit News is also shown by Department Store, Electrical, Furniture, Grocery, Hardware, Household, Toilet Goods, Men's Wear, Rotogravure and Classified advertisers. In fact, The Detroit News leads in practically every major selling classification of advertising.

The Detroit News

THE HOME NEWSPAPER

New York

I. A. KLEIN, Inc.
50 E. 42nd St.

Chicago

J. E. LUTZ
180 No. Michigan Ave.

Mikah's Miniatures

SINCE it sells its glues, both dry and liquid, to a wide list of manufacturers, all in different fields and ranging from tombstone carvers to makers of rugs, the National Adhesives Corporation uses business-paper advertising in both horizontal and vertical publications, reaching from fifteen to twenty different industries.

Recently it decided to find some way to give this heterogeneous advertising some form of continuity and memory value. Such identifying value is especially important since most prospects see the company's advertising not only in their own industry's business papers but also in the horizontal papers that they read.

The miniatures shown in the illustration herewith are the answer to the quest for an identification technique as well as to the company's desire to get away from the customary, "Have you a glue problem to solve?" type of advertising. The figures of Mikah Bag (representing dry glue) and Mikah Barrel



(representing liquid glue) had been used at various company conventions as line drawings but to make them still more interesting they have been built into miniatures about eight inches high.

The figures can be posed in various ways, according to copy demands. They will be used consistently by their sponsor in order to develop for them a recognition and trade-mark value.



Minnesota and Ontario Paper Appointments

The Minnesota and Ontario Paper Company, Minneapolis, has made the following changes on its sales staff: J. W. Magers, formerly of the Minneapolis office, has been transferred to Chicago, in charge of the Chicago sales office; H. J. Ratelle, formerly of the Minneapolis office, to Chicago, on combined sales and service work. Donald W. Rogers will continue as merchants sales representative, with headquarters in Chicago.

Joins Kenyon & Eckhardt

Park Berry, for the last six years an art director of the Campbell-Ewald Company, Inc., Detroit agency, has joined Kenyon & Eckhardt, Inc., New York agency, as assistant art director.

Has Waco Aircraft Account

Sidener Van Riper & Keeling, Inc., Indianapolis agency, has been appointed to handle the advertising account of The Waco Aircraft Company, Troy, Ohio, effective November 1.

M. B. Cook, Promotion Editor, Scripps-Howard Newspapers

Max B. Cook, formerly promotion editor of the *Cleveland Press*, has been appointed promotion editor of the Scripps-Howard Newspapers, a newly created position, and will have his headquarters in New York.

He has been city editor of the *Cincinnati Post*, editor of the *Covington Kentucky Post* and, later, city editor of the *Cleveland Press*. Mr. Cook has specialized in editorial promotion for papers in the Scripps-Howard organization since 1924.

Heads General Regulator Sales

George B. Tupper, formerly general manager of the Airmaster Corporation, Chicago, has been appointed director of sales of the General Regulator Company, of that city, ventilating equipment.

Gets Bell & Howell Account

The Bell & Howell Company, Chicago, motion picture apparatus, has placed its advertising account with Henri, Hurst & McDonald, Inc., agency of that city.



MORE Circulation— MORE Sales.

That's what you get for your News-Post Dollar.

200,701 net paid (12 months average)—

26,820 more than a year ago—**60,000** more than any other Baltimore daily.

169,537 in the ABC city zone—84.4% coverage of the Baltimore families.

31,164 additional circulation in suburbs and nearby territory.

AND AT 35¢ A LINE

BALTIMORE NEWS • POST

Represented Nationally by

HEARST INTERNATIONAL ADVERTISING SERVICE

RODNEY E. BOONE, General Manager

On Sundays

The Baltimore American's 12 months average net paid of 227,842—13,662 more than a year ago—is the largest circulation in all the South and 20,000 more than any other Baltimore Sunday newspaper.

Figures from publisher's statement 12 months ending September 30, 1935

AS

BR
SO

NEW

ARST
ROD

AS MILE

BRIGHTER THAN SOUTHERN SUN

TO supply the dentifrice which heightens the charm of the people of states like Louisiana, Kentucky and Tennessee would bring a ready smile to any tooth-paste manufacturer. Yet there is a group of consumers in New York who buy more than many of these sections put together.

They are the readers in more than 600,000 substantial homes where the New York Evening Journal is the preferred paper year in, year out. The patronage of these responsive buyers has made the success of scores of manufacturers when campaigning in New York.

NEW YORK JOURNAL

THE NECESSARY NEWSPAPER

NATIONALLY REPRESENTED BY
FIRST INTERNATIONAL ADVERTISING SERVICE
RODNEY E. BOONE GENERAL MANAGER

Haas Heads M. A. S. A.

AUGUST W. HAAS, of **A. W. Clarke & Company**, New York, was elected president of the Mail Advertising Service Association, International, last week at its convention in Kansas City, Mo.

Other officers elected are: vice-president, **Ray Martin**, Albany Publicity Service, Albany, N. Y.; Canadian vice-president, **Percy G. Cherry**, **Might Directories**, Toronto; and Western vice-president, **Guy T. Burroughs**, **Burroughs, Inc.**, Los Angeles.

These directors were chosen: **John E. Wolf**, **John E. Wolf Co.**, Oklahoma City; **H. H. Geddes**, **R. L. Polk & Company**, Detroit; **Samual Krock**, **Direct Mail Service, Inc.**, Boston; **Mrs. Geline M. Bowman**, **Expert Letter Writing Corp.**, Richmond, Va.; **D. H. Fleischer**, **Commercial Printing, Inc.**, St. Louis, the retiring president.

The association's prizes were awarded as follows:

R. L. Polk & Co. two cash awards of \$25 each for ingenuity in list suggestions awarded to **Reuben H. Donnelley Corp.**, New York, and **Heiden's Mailing Bureau**, Seattle. Honorable mention to **Jack's Letter Service**, Milwaukee, Wis., and **A. W. Clarke & Co.**, New York.

The **John Howie Wright Cup** for the best mail advertising program based on letters to get business for a member's own firm was won by **Reuben H. Donnelley Corp.**

The **President's Cup**, for the best mail advertising program, based on letters to get business for a member's customer was won by **Burroughs, Inc.**, Los Angeles. Honorable mention to **Syracuse Letter Co.**, Syracuse.

The **Jack Carr Cup**, for the best series of six or more letters judged from the copy standpoint was won by **Commercial Letter, Inc.**, St. Louis.

The **H. L. Shallcross Cup**, for the best set of diversified specimens of mechanical work produced on any stencil duplicating machine was won by **Gilkinson Letter Shop**, Pittsburgh. Honorable mention to **Heiden's Mailing Bureau**, Seattle.

Mimescope Exchange Exhibit—Will Fisher, Milwaukee; **Rylander & Co.**, Chicago, and **Business Letter Service**, Huntington, W. Va.

Western Vice-president's Cup to the local association showing the greatest constructive activities was won by **Tulsa, Okla.**, local.



Fletcher Resumes Business as Free Lance

Frank Irving Fletcher, who has disposed of his interest in **Fletcher & Ellis, Inc.**, has opened offices at 9 East 46th Street, New York, where he has resumed his former independent free-lance activities. He will have no advertising agency affiliations.

. . .

Has Educator Biscuit

The **Educator Biscuit Company**, Chicago, Crax, Hammered Wheat Thinsies and other products, has appointed **Henri, Hurst & McDonald, Inc.**, of that city, as its advertising agency. Newspaper campaigns are being released in major cities.

. . .

Has Pennsylvania Airlines

The **Pennsylvania Airlines** have appointed **Brooke, Smith & French, Inc.**, to handle their advertising account.

"News-Week" Adds Rutherford and Root to Staff

John R. Rutherford, formerly Western advertising manager of **Pictorial Review**, has joined the Eastern sales staff of **News-Week**. He also was with **Butterick** and **Condé Nast**. **Donald S. Root** has been appointed promotion manager of **News-Week**. He formerly was with **McCall's** and, more recently, has been free-lancing in advertising promotion.

. . .

Joins Four A's

The **Stewart-Jordan Company**, Philadelphia, has been elected to membership in the **American Association of Advertising Agencies**.

. . .

Bryson with Young & Rubicam

George D. Bryson, formerly with **Redbook**, has joined the contact division of **Young & Rubicam, Inc.**, New York.

Sales Promotion

How It Differs from Advertising as Shown by Experiences of Nine Manufacturers

YORK ICE MACHINERY CORPORATION
YORK, PENNSYLVANIA

Editor of PRINTERS' INK:

As a reader of PRINTERS' INK and PRINTERS' INK MONTHLY, I have enjoyed the articles appearing from time to time on the subject of the sales promotion department.

At present our company is confronted with the problem of differentiating between advertising and sales promotion. We are endeavoring to determine what duties and responsibilities should be assigned to each department to get best results and effect a smooth-working organization. In our company both departments report to the general sales manager.

Realizing that this varies widely among different companies, I would appreciate receiving from you any accounts of how this work is divided in other companies.

J. L. ROSENMILLER,
*Manager, Sales Promotion
Division.*

TO define sharply the duties of a sales promotion department and an advertising department so that the definition will apply generally to all manufacturers is an impossible task.

In 1928 and 1929 for some months in the pages of PRINTERS' INK MONTHLY an effort was made to find such a definition, based upon the experiences of a large number of companies. Wide interest was created but the net result was to demonstrate that except for certain broadly defined duties the advertising and sales departments are not easily separated so far as their duties are concerned. More recent inquiries have demonstrated that the situation is, in the last few years, even more confused than it was six or seven years ago.

The first general break in practice comes between the large and

the small company. In the smaller companies we frequently find an officer with the title of "sales promotion and advertising manager." This is almost never found in the large companies.

Another break in practice is discovered when the organization chart is studied. In some companies, as in the York Ice Machinery Corporation, advertising and sales departments report to the general sales manager. In others they rank equally with the sales department reporting to some higher officer. In others the advertising manager is under the sales promotion manager and in still others the sales promotion head is really an assistant advertising manager.

From the theoretical point of view it would not seem to make much difference how the duties of the departments are allocated so long as they are performed. In actual practice, of course, the lack of a sharp dividing line between the duties of both departments often leads to inter-office heartaches and jealousy. Furthermore even where there is, as is so often the case, an excellent co-operative feeling between advertising and sales promotion manager a lack of clear definition may cause wasteful duplication of effort and planning.

The simplest method of defining the duties of the two departments in various companies is to outline what the sales promotion department does. Then everything that is left may be allocated to the advertising department.

Thus it will be worth while to scan the practices of a few typical companies.

A medium-sized company in the hardware field.

The promotion department contacts distributors and dealers in matters other than sales. This includes the supplying of display ma-



FOR YOUR 1936 BUSINESS COVERAGE



It's Schedule-Making Time again. Time to make sure your advertising dollars will reach and sell every buying voice in your market. And that means not only the vertical groups in the plant or office who use your product. It means the inevitable top-executive.



He's the man at whose desk all the company's activities and

purch
man v
from
who f
him i
means

The w
get yo
is in E
magaz
to talk

More
Week
ing do
1936
Busine

Won't

purchases converge. The man who holds the checkbook. The man who must keep step with every phase of the business, from labor problems to exports, sales and purchases . . . and who finds in Business Week the only publication that keeps him informed regularly on what's going on and what it means to him.



The way to button up your 1936 advertising coverage is to get your sales story before this executive. The place to do it is in Business Week, "The Executive's Business Paper", the magazine he's sure to read. And read when he's in the mood to talk business.



More and more advertisers are discovering that: Business Week offers more (and more interested) readers per advertising dollar than any other publication. From advance orders, 1936 promises to be a big year for Business Week—and for Business Week's advertisers.

Don't you join us?



BUSINESS WEEK

The Executive's Business Paper

330 W. 42
STREET,
NEW YORK

ASK THE

CADDY!



NO one knows a golf course like a caddy. He's a local expert, awake to all the hazards. He can tell you where it is best to place your shots.

Whether you're playing for pars or purchasers, get your direction from the local expert. He knows. Philadelphia's local merchants, better than anyone else, know how to make sales in the Philadelphia territory. And why not? They play the course every day. They know from their day-in, day-out record of sales that the *EVENING LEDGER* brings quickest, most economical results. That's why these alert Philadelphia merchants have bought more advertising space in the *EVENING LEDGER* for 35 consecutive months than in any other newspaper, including those published seven days a week.

Philadelphia's retail stores are among the world's largest and best. Let them guide you in Philadelphia. They know the market. Or, getting back to golf, they know the course and they know the best club to use.

PHILADELPHIA EVENING PUBLIC LEDGER

NEW YORK:

Hugh Burke, 60 E. 42nd Street

CHICAGO:

John E. Lutz, 180 N. Michigan Avenue

terial,
and the
supply
direct
and sin

The
of dire
does a
charge
catalog
tigraph
cuts an
of disp

It a
and up
room,
demon
econom
cial ex

Obv
partme
into t
depart

A la
ing fiel

The
were c
tion m

"Sal
ing, th
instruc
sell.

"Th
lists.

"Th
and pa

the co

"Th
produc
most

"Ga
for ne

mainta
lations

"Ex
houses

dealers

"Fa
direct-

tising,
through

sales
the ad

"Sal
trends

conditi

"Ma
sibiliti

"Ex
the fa
ganiza

terial, pamphlets, newspaper cuts and the like to the retailers and the supplying of imprinted catalogs and direct-mail literature, catalog cuts and similar things to distributors.

The department also has charge of direct-mail lists and stencils and does all direct-mail work. It has charge of printing display material, catalogs, direct-mail literature, multigraph forms and letters. It files cuts and artwork, keeps inventory of display and printed material.

It also has charge of the care and upkeep of the factory display room, corresponds with home demonstration agents and home economics teachers and sends special exhibits to schools and colleges.

Obviously this promotion department moves pretty far over into the field of the advertising department.

A large organization in the building field.

The duties of his department were outlined by the sales promotion manager as follows:

"Salesmen's and dealer's training, the programing of meetings, instructing in product and how to sell.

"The maintenance of mailing lists.

"The distribution of circulars and pamphlets to the trade and to the consumer.

"The complete cataloging of product in the most convenient and most effective way.

"Gaining publicity for the firm for new products introduced and maintaining of a sound public relations policy and program.

"Exhibiting product in branch houses, in trade meetings and in dealers' stores.

"Facilitating the production of direct-mail material, display advertising, circulars and publicity through acting as a liaison between sales advertising, production and the advertising agency.

"Sales research to determine trends, seek causes and interpret conditions.

"Market research to uncover possibilities and anticipate needs.

"Exchange experiences within the far-flung parts of a large organization.

"Develop sales facilitating services such as a time-payment plan.

"Guide trade relations through education, trade associations, meetings, product information, dealer helps of all kinds and selling aids.

"Co-operate in the issuance and distribution of house magazines, either for employees or the trade, or both.

"Act as a clearing-house to forward leads from advertising professional services and other sources to the right persons or departments.

"Co-ordinate the programs and itineraries of traveling representatives from the home office to branches so that there will be no overlapping or back tracking of effort.

"Contact competitors and associations or related concerns.

"Gather testimonial data and photographic evidence of use of products.

"Develop the use of pictorial (film) presentations of all kinds."

A leading maker of automobile accessories.

Publication advertising is placed and prepared under the supervision of the advertising department while the sales promotion department is in charge of the execution of a multitude of other things that are needed to keep direct buyers, jobbers, dealers and ultimate consumers favorably inclined toward the product.

The duties of the sales promotion department include among other things the preparation and distribution of all dealer help material, all direct-mail advertising, displays for use at shows, exhibits and conventions, design of new and redesign and improvements of present packages, labels, tags and counter display cartons, house magazines for distribution to the company's and distributors' salesmen, the writing of instruction sheets or manuals to insure the proper application and use of the product by the ultimate user, compilation and maintenance of mailing lists.

A well-known stationery manufacturer.

The sales promotion department

If Salesmen Bought Advertising . . .

No man who has expended sweat and shoe leather in personal selling can take an abstract view of advertising. Either it helps him or it's just another home office luxury.

These tired men writing call reports in hotel rooms perhaps don't understand the niceties of copy and layout. They probably don't know much about media. They have the queer notion that the main purpose of advertising is to help them sell the trade and help the trade sell the goods.

If salesmen bought advertising space—if every man on a sales staff had a proportionate appropriation to spend as he saw fit—we don't think it would be very hard to sell them THIS WEEK.

For THIS WEEK is one publication which was *planned for sales*. Combining first class magazine with first class newspapers, its circulation fits the markets, and magazine advertising gains a localized effect.

Salesmen want a medium which can help them sell in their

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Indianapolis, Milwaukee,

UNITED NEWSPAPER

NEW YORK: 420 Lexington Avenue

CHICAGO: 360 N. Michigan Avenue

DETROIT: 1000

own ter
cause, a
same na

Sales
concent
quarter
but *con*
influen
retail sa
has 3 to
enough

Final
fluence:
newspap
kind of
tured a

To sal
your ad
with the

is, Milwaukee,

Building

own territory: **THIS WEEK** goes where the salesmen go because, as a product, it is sold in the same way, through the same natural channels of trade as the products it advertises.

Salesmen appreciate the virtue of volume, the necessity of concentration: **THIS WEEK**, read by more than four-and-a-quarter million families, not only has circulation *volume*, but *concentration* of circulation which makes it a real *sales* influence in the markets which account for 60% of total U. S. retail sales. In its 21 major markets, for instance, **THIS WEEK** has 3 to 5 times as much circulation as leading magazines, enough to do a real selling job.

Finally, salesmen need advertising which builds trade influence: **THIS WEEK** is part and parcel of twenty-one great newspapers with *proven* trade acceptance, and offers the kind of merchandising cooperation which gets goods featured and displayed.

To salesmen (and sales-minded executives) we say, "Spend your advertising dollar where advertising works side by side with the salesman."

THIS WEEK *for Sales*

Chicago, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington

NEWSPAPERS MAGAZINE
CORPORATION

San Francisco

SAN FRANCISCO, 111 Sutter Street

LOS ANGELES, Lincoln Building

handles mail sales, dealer helps, folders, broadsides, development of new ideas and, in conjunction with the advertising agency, national advertising, window displays and sales portfolios.

A large hardware manufacturer.

The sales promotion department is used for the following purposes:

(a) Investigation. All marketing research and investigation is done through this department. The company has a sales engineering department that takes care of its technical research into products and consideration of new products. The promotion department works directly with the engineers from the marketing standpoint. Under this heading it also carries on certain investigation and research that have to do with setting and carrying out sales budgets.

(b) Promotion of sales. This work consists of the development of salesmen's portfolios, salesmen's display material and similar things that are used directly by the sales department as a help in selling.

(c) Dealer co-operation. All matters that come under this heading, such as displays, the development of unit sales packages, electrotypes and circulars for general use, are the work of this department.

A large automobile manufacturer.

The major purpose of the sales promotion department is one of sales education. This effort includes the publication of the salesmen's handbook and keeping material up to date, the publication of a four-page semi-monthly printed sales publication going to every member of the sales force, preparation of an equipment manual—a loose-leaf book including catalogs of all equipment adaptable for installation on the product's chassis, printing of sales bulletins and the issuing of general letters to the sales force on such subjects as new designs, price changes, and policy matters. This department also furnishes motion picture films to the field for the purpose of educating salesmen and handles a sales training course for men who visit the factory from the field.

The department also includes a group of specialized sales engineers whose duty is to make fleet analysis of transportation problems which are too specialized in character or too broad in scope for individuals in the field ordinarily to handle. The department also supervises and follows the activities of the sales force in soliciting national accounts and in taking care of exhibitions at association conventions.

A large company in the electrical field.

The sales promotion department's work consists of selling the advertising to the field force and the trade, field investigation work in regard to methods and markets, assistance to the sales department in connection with particular customers or particular classes of customers, actual sales work in the field with the sales department and preparation of sales portfolios of all types.

A medium-sized organization in the automotive and hardware field.

This company divides the duties of the sales department into three general classes: planning and development, research and market analysis, and good-will promotion. Under planning and development there are two divisions; namely, recommended activities for sales improvement and incidental sales promotion and activity.

Under the first sub-divisions are direct-mail, dealer and salesmen's helps, including sales schools and instructions, demonstrations, window displays, folders and directions for use.

Under the second sub-divisions are special selling problems, current advice on changes in price, product and selling appeal, mailing list developments, and supplementary advertising such as catalogs, specification charts and premiums.

Under research and market analysis the company does research on consumer, dealer and product problems, makes field investigations on the effects of advertising, price, style, discount and competition on sales, does field selling to determine consumer acceptance, uses for

prod
prod
amon
U
con
as i
educ
adju
just
licit
agen
reco

A
hous

Th
of th
educ
sales
licat
rial,
licat
type
supe
solic
sales
ties
spon
exhib

Th
comp
fair
prob
actu
moti
from
part
moti
will
varic
certa

With

R.
specia
Gener
adver
Bartos
joined
Ross,
office
on mo

Joins

Jac
partm
adver
Sun
F &
lozen

products, new uses and demand for product, carries on market analyses among consumers and dealers.

Under good-will promotion the company handles such things as inquiry follows-ups, consumer education, dealer and consumer adjustments, dealer territory adjustments, policy adjustments, publicity, convention and exhibit management, and product tests and records.

A medium-sized manufacturer of household equipment.

The sales promotion department of this company has ten jobs; sales education in the field, training of salesmen at the home office, publication of sales stimulation material, general sales information, publication of permanent sales data, all types of field sales assistance, supervision of national account solicitation and division of credit, sales engineering, control of facilities for facts of interest, and responsibility of convention and exhibit activities.

* * *

The outlines of activities in the companies mentioned will give a fair idea of the complication of the problem of determining what are actually the duties of the sales promotion department as distinguished from those of the advertising department. However any sales promotion or advertising manager who will classify the duties of the various companies will find that certain of them are well-defined

* * *

With Fuller & Smith & Ross

R. C. Shaw, until recently with the specialty appliance department of the General Electric Company in charge of advertising and formerly with Batten, Barton, Durstine & Osborn, Inc., has joined the staff of Fuller & Smith & Ross, Inc. He will work in the Cleveland office on the Westinghouse account and on media promotion.

* * *

Joins F & F Lozenges

Jacob A. Davidson, formerly in department-store work and, more recently, advertising manager of the South Omaha SWS, is now advertising manager of F & F Laboratories, Omaha, cough lozenges.

sales promotion activities. Once these are set down there is at least a basis for duties of the promotion department.

Next we find a group of activities that in some companies apply to advertising and in others apply to sales promotion. If these are set down there is then an opportunity to cast them up against the individual problems of the company. It will probably be found that some of the duties cannot be conveniently handled by the sales promotion department and therefore are more properly duties of the advertising department. It is in this No Man's Land that the advertising and sales promotion managers must get together and define duties.

Even then they will probably find a few that are difficult to parcel out inasmuch as they are made up part of sales promotion and part of advertising. Here personality enters the picture and the necessity for a smooth-working arrangement between the two departments becomes apparent. Any difficulties that arise here will probably come from the clash and jealousy of individuals.

This problem is one of such importance that PRINTERS' INK would like to hear from any of its readers who have suggestions to offer. In some companies the problem of overlapping duties has been solved smoothly and permanently. It is probable that readers of PRINTERS' INK will have many helpful ideas on this subject.

Changes at Fawn-Art Studios

George Hughes and Stuart Hamilton, illustrators, have joined the Detroit staff of the Fawn-Art Studios, Inc. Carl Setterberg has been transferred from the Detroit to the Cleveland studio. Arthur E. Roberts, formerly of the New York studio, is now also with the Cleveland studio.

* * *

Heads Salt Lake Committee

William A. Carter, general agent for the Penn Mutual Life Insurance Company in the Intermountain area, has been appointed chairman of the advertising committee of the Salt Lake City, Utah, Chamber of Commerce.

75,000 HAND-PICKED Grocers



In the 75,000 grocers who make up the circulation of *The Progressive Grocer* are not of the run-of-the-mill, or as-you-go-down-the-street variety. These are hand-picked grocers. They

and important grocers brings the circulation to 75,000.

Readers do more than 60% of business done by independent grocers

They do 12% of the total retail business of this country.

Across their counters and over their telephones more than three billion dollars'

They do 12% of the total retail business of this country.

Across their counters and over their telephones more than three billion dollars' worth of groceries are sold every year.

Influence food buying of 15,000,000 housewives at point of sale

More than 15,000,000 housewives contribute the stores these grocers run from one to six times every week.

And these grocers influence the food buying of these 15,000,000 women in many ways. Housewives buy more of the products and brands these grocers display—less of those they stock under the counter. Housewives constantly follow suggestions made by them and their salespeople. In 34 out of every 100 sales these grocers select the brands.

Tell your story to these top-notch grocers. They are the ones who can do a real selling job for you, and do it for you at the point of sale where and when the buying is being done.

and important brokers brings the circulation to 75,000.

Readers do more than 60% of business done by independent grocers

But the independent grocers who receive *The Progressive Grocer* do more than 60% of all the business done by all independent grocers.

These merchants are the most stable element in retail food distribution. They have the following record, for example, as to the length of years they have been in business:

37% have been in business 20 years or more
13% have been in business 15 to 20 years
21% have been in business 10 to 15 years
18% have been in business 5 to 10 years
11% have been in business less than 5 years

The grocers who read *The Progressive Grocer* do more business than all the hardware dealers, druggists and dry goods retailers combined. Their aggregate sales—

Exceeded new and used car sales by over \$1,000,000,000
Exceeded filling station sales by \$1,500,000,000
Exceeded drug store sales by \$1,900,000,000
Exceeded department store sales by \$800,000,000
Exceeded fixed chain food sales by \$500,000,000

In the 75,000 grocers who make up the circulation of *The Progressive Grocer* are not of the run-of-the-mill, or as-you-go-down-the-street variety.

These are hand-picked grocers. They were selected for our lists because we found them to be the most alert and progressive food merchants in the United States.

Grocers picked in each community by those who know food business there

Just how we pick these leading grocers is a story by itself. It is done town by town, city by city, state by state. It is painstaking work. It involves the checking and rechecking of detailed information. In each community we secure information from those who know the grocery business in that community. The formula is practically infallible. In cities like New York, we ourselves have walked in the doors of every grocery store to check our information.

There are some 375,000 grocery stores in the United States, but only 68,000 made the circulation lists of *The Progressive Grocer*. Coverage of the buying headquarters of all grocery chains, wholesalers,

THE PROGRESSIVE GROCER

BUTTERICK BLDG., NEW YORK

MALLERS BLDG., CHICAGO

MOBART BLDG., SAN FRANCISCO

Ice Man's Successor

He Sells Not Ice, but Refrigeration Service; and Coolerator Profits Thereby

A DECISION to liquidate usually means the beginning of the end for a business. But in the case of a subsidiary of the Duluth Show Case Company it brought out evidence of sales potentialities that were waiting to be tapped. With that discovery the business was rejuvenated. Today it has a distribution set-up of close to 2,500 dealers.

Coolerator is the product. Designed to improve the efficiency and economy of refrigerators, relatively little merchandising was put behind the product for a number of years following its introduction. Meanwhile, mechanical refrigeration forged ahead.

The Coolerator patents had been taken over by the Duluth company, which organized the Duluth Refrigerator Corporation for the purpose of developing a by-product to use up the pieces of wood left over from the manufacture of show-cases. Almost as soon as the subsidiary got under way, however, it was decided that the wooden refrigerator had become obsolete and a plant was equipped to manufacture metal boxes.

Because of the steadily increasing public preference for mechanical refrigerators, it was further decided, later that same year, to call off the venture. Following the sale of 3,000 refrigerators then on hand, the company was to be liquidated. To dispose of the stock on hand, letters were sent to the ice industry. Things began to happen, with results that amazed the management. The entire inventory was purchased by 400 ice dealers.

Surely such buying interest wasn't indicative of a dying industry. The management investigated the field carefully and what it found marked the turning point for the business that was about to be laid away. It focused attention on the annual

convention of the ice industry. Dealerships were solicited. Merchandising support was given to the trade. Sales mounted steadily.

In 1932, 9,000 Coolerators were sold through 800 dealers; 1933 sales totaled 18,000 units through 1,300 dealers; 1934 sales totaled 40,000 units sold through 1,600 dealers. Distribution for 1935 is estimated at 80,000 units through nearly 2,500 dealers.

The subsidiary's name was changed to the Coolerator Company. Manufacturing operations, started as a sideline in 1930, were moved to the plant of the parent company. And the entire plant is now devoted to the manufacture of Coolerators. Showcases are no longer built. The sideline which was thought obsolete has swallowed the parent industry.

Merchandising strategy has been to educate the industry to supplant the old-fashioned ice man with a modern successor who sells not ice but a refrigeration service. From exclusive distribution by ice dealers, who make most of the sales, outlets have been extended to include department stores. At present the company has twenty-four district representatives.

Advancements made in the conveniences developed and featured by mechanical refrigerators has found the company on its toes. For example, auxiliary convenience equipment now includes the Coolerator ice cube cutter, and the Icy-Chef, with which frozen desserts may be made in less than an hour.

The record to date has been accomplished without any intensive sales promotion. During the last year the company undertook a campaign of magazine advertising. Space was increased to a full page last month, setting the pace for a greatly enlarged program next year.

COM
issu
lected
come
... V
tional
000,000
Admin

Septen
on rec
254,000
Septen
says f
per ce
year's
brands
nual r
brands
Cheste
Strike,
8,200,
3,600,

Ameri
against
... M
peal to
Texas
store
session
Four
challen
State

Morga
York,
tus-ur
ing iss
bonds,
that th
grow.
tion to
ber 10
Confer
Chicago
industr
agreen
new r
advert
calls b
ton O

Food
Ameri

I See Where . . .

COMMERCE DEPARTMENT issues "Consumer Use of Selected Goods and Services By Income Classes: Salt Lake City."

. . . Volume of business under National Housing Act passed \$400,000,000 mark in mid-October, says Administrator McDonald. . . .

September cigarette output highest on record. U. S. produced 101,254,000,000 in nine months ended September 30. *Wall Street Journal* says four leaders accounted for 82 per cent of these, that large part of year's increase has gone to smaller brands, and estimates current annual rate of production of leading brands as: Camel, 36,200,000,000; Chesterfield, 35,300,000,000; Lucky Strike, 30,000,000,000; Old Gold, 8,200,000,000; and Philip Morris, 3,600,000,000. . . .

American Newspaper Guild votes against affiliation with A. F. of L. . . . Michigan chain-store tax appeal to Supreme Court dropped. . . . Texas Senate passed House chain-store tax bill and new special session gets fair-trade bill. . . . Four Newark mill supply houses challenge New Jersey sales tax in State Supreme Court. . . .

Morgan Stanley & Company, New York, use first newspaper prospectus under new SEC rules, offering issue of Illinois Bell Telephone bonds, and opinion seems to be that this type of advertisement will grow. . . . American Retail Federation to meet in New York, December 10. . . . New Food & Grocery Conference Committee to meet in Chicago, October 28. . . . Liquor industry considering voluntary trade agreement under FTC. FAA issues new regulations on labeling and advertising of distilled spirits and calls hearings thereon at Washington October 30 and 31. . . .

Food and Grocery Chain Stores of America in convention deny they use

buying pressure, resolute against selling below cost, discuss legislation and public relations. . . . With investigators making survey of retail prices on Detroit front, FTC issues first questionnaire to food processors under Wheeler resolution. Asks for detailed information, including balance sheet, income statements, salaries, etc., from few hundred primary manufacturers. . . . Eleven industries during month applied to FTC for trade practice conferences, including advertising typographers industry. . . . FTC issues complaint against American Safety Razor Corporation, alleging price discrimination to customers. . . .

1935 travel season ended September 30, saw over 7,675,000 persons visiting national parks and other reservations under jurisdiction of National Park Service, being greatest number ever recorded in one season, says Department of Interior, issuing breakdown of numbers by parks, etc. . . . Farm wages up 13 per cent over last year, says Bureau of Agricultural Economics. . . .

AAA developments include postponement of Campbell Soup hearing on constitutionality of compensating tax section of amended AAA; fall of nearly \$30,000,000 in July collections of processing taxes; writ by 8th District Federal Circuit Court of Appeals at Omaha restraining collection of processing taxes from fifteen Missouri milling companies; news that Solicitor General Reed will ask Supreme Court to advance crucial Hoosac Mills case; radio address by Secretary Wallace attacking tariff; long statement by L. H. Bean, economic adviser to AAA, purporting to show there is no need for lower food prices since factory wages have increased in equal proportion, being 83 per cent of 1928 level in August, while retail food prices were 80 per cent; issuance by AAA

of details of plans to increase price of 1935 potato crop at once. . . .

Bread price rises 1 cent in Washington, bring furor on bakers from Department of Agriculture, with statement by Secretary Wallace that half of this goes to bakers' profits and bakers are spreading false propaganda through advertisements. President of American Bakers Association Stude denies there is any general increase, but says it would be justified because Government activities have increased cost, adding wearily: "It is unfortunate that the promised breathing spell to business did not include those who have become tax gatherers for the agricultural plan of the New Deal." . . .

Chairman Patman of House committee investigating chain-store practices says sub-committee hearings may be held in Chicago, Cincinnati, and Dallas. . . . Department of Commerce reports grocery chain-store sales for September up 6.5 per cent over August, and 4.5 per cent over September 1934. . . . Dollar volume of retail financing of new passenger automobiles down 17.5 under August, being somewhat

more than usual seasonal decline, says Bureau of Foreign and Domestic Commerce. . . . September residential building more than $2\frac{1}{2}$ times volume of same month last year, says FHLBB. . . .

Receipts from sale of farm products for the first eight months of 1935 up 9 per cent over same period last year. . . . Rural retail sales up 30 per cent in September over August, and up 6 per cent over September, 1934. . . . Machine tool orders down last month, index of National Machine Tool Builders Association dropping to 80 from 125.8 in August. . . . September building permits down 15.8 per cent from August, but 88.1 per cent above a year ago, according to Bureau of Labor Statistics. . . . Retail sales continue to gain, according to Dun & Bradstreet, while retail prices for September show 1 per cent rise, Fairchild Retail Price Index showing 86.6 on October 1, against 85.7 on September 1. . . . Wholesale prices for week ended October 12 up 0.2 per cent according to Department of Labor. . . .

G. M. S.

★ ★ ★

Gets Canned Sea Food Account

The Dorgan-McPhillips Packing Corporation, Mobile, Ala., canned sea foods, has appointed the Chicago office of the United States Advertising Corporation to handle its advertising account. A newspaper campaign is planned for Gulf-Kist and Vac-Pak canned shrimp. . . .

Gould Joins National Distillers

John Kingaley Gould, formerly with the Frankfort Distilleries, Inc., has joined the advertising staff of the National Distillers Products Corporation. . . .

With E. B. Elliott Company

Harold Mahin, formerly director of sales of the General Outdoor Advertising Company, who has been in Florida for the last year, has joined the E. B. Elliott Company, Miami, outdoor advertising. . . .

"American Architect" Appoints

Kenneth S. Stowell, formerly editor of the *Architectural Forum*, has been appointed editor of *American Architect*, New York.

Bowman-Deute-Cummings Elects

George Richardson, for several years art director of Bowman-Deute-Cummings, Inc., New York, has been elected vice-president of the organization. L. G. Moseley has been elected assistant to the president and secretary. . . .

Morenus Adds to Staff

A. Shebel, until recently with Carroll Dean Murphy, Inc., former Chicago agency, has joined the Morenus Advertising Agency, of that city, as director of merchandising. . . .

Joins Benton & Bowles

Donald N. Cope, who has been production manager of the Western division of the National Broadcasting Company, has joined the radio department of Benton & Bowles, Inc., New York agency. . . .

Names Robert Lambert

Robert Lambert has been appointed advertising and sales manager of the Levore Company and the Best Plan Company, Chicago, premium merchandising.

Th
L

Why?

WHY does The Weekly Kansas City Star have the largest circulation of all farm weeklies? Why does its Kansas circulation lead by a wide margin the second farm publication in Kansas? Why does its Missouri circulation lead in Missouri by even a wider margin?

The second papers use premiums. From time to time they conduct subscription contests. They make cut-rate clubbing offers. Yet The Weekly Star that does none of these things has the most circulation!

What The Weekly Star does do is print a paper tuned to the farmer's actual needs, a paper so filled with news of interest to farmers that farmers can't very well get along without it. When premiums go up against real editorial service, premiums lose out every time.

That's what has happened and is happening in the great agricultural Southwest. The Weekly Kansas City Star is doing a real job for the farmers. Its competitors have been forced to reduce their publications to monthlies and semi-monthlies, leaving The Weekly Star alone in its field to serve the farmer with the information he must have—and have fast—to conduct his affairs to his best advantage.

Alone in its territory The Weekly Kansas City Star renders this service.

The Weekly Kansas City Star.

LARGEST FARMERS' WEEKLY IN AMERICA

477,902 Paid-in-Advance Subscribers

Pittsburgh Is Scene Of U. S. Steel Five



Prominent Pittsburghers gathered at a "five-billion dollar luncheon" to meet the heads of United States Steel Corporation in the Wil-

liam Penn Hotel yesterday. Represented were Pittsburgh's bankers, coal men, men, merchants and professional men. The

U. S. Steel to Spend 0 M

**Myron Taylor Assures City
Of Top Place in Industry,
Cash to Be Spent**

(HEADLINES FROM PAGE 1,
SEPTEMBER 18th AND 19th,
THE PITTSBURGH PRESS)

More encouraging not only for
city containing a U. S. Steel Plant.
Pittsburgh, this ancient metropolis
**Pittsburgh will continue to be
of the World.**

Here, then, is a great mass of stable
no question marks and possibilities
means advertising in The Pittsburgh Press

MEMBER OF THE UNITED
PRESS ... AUDIT BUREAU OF
CIRCULATIONS, THIS WEEK,
METROPOLITAN SUNDAY
NEWSPAPERS and of
MEDIA RECORDS, INC.



The Pit

SCR

NATIONAL
NEWSPAPER

CHICAGO
DI

S. S. 'Five Billion Dollar' Luncheon



Represented by Myron C. Taylor, chairman of the
al men, and of U. S. Steel, tell of future expan-

sion plans which will keep Pittsburgh at
the top of steel-making centers.

10 Millions on Plants

ing not only for Pittsburgh but for every
g a U. Plant. To everyone interested in
is and meant only one thing . . .
will continue to be the Steel Center
ld.

great mass stability needs
ks and accessibility to you
g in The Press.

**FIRST in Pittsburgh
THIRD in the World**



IN 1934
ADVERTISING
VOLUME

Authority, Media Records

The Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY
CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
DETROIT . PHILADELPHIA . ATLANTA

PERFORMANCE



...on any sales-bill

In Detroit the Times is the newspaper choice of families who spend approximately \$217,000,000 per year in retail stores. These hundreds of thousands of families, with their tremendous buying power, can be reached by advertisers in Detroit only because the editorial excellence of The Detroit Times has gathered them into a tight group—and holds them day after day and year after year.

The Detroit Times has power enough to perform the toughest advertising jobs.

The Detroit Times, both daily and Sunday, carries the lowest milline rate of any Detroit newspaper.

It's economical.

In the portfolio of every Times representative are reports of jobs well done for advertisers—results produced surely, economically, quickly, in small campaigns and extensive ones.

The Detroit Times pulls—on any sales bill.

Let a Times representative give you the complete story of Times dependability and performance.

DETROIT SUNDAY TIMES CIRCULATION **367,776**
for six months ending September 30, 1935

DETROIT TIMES

"IN DETROIT . . . THE TREND IS TO THE TIMES"

REPRESENTED NATIONALLY BY HEARST INTERNATIONAL ADVERTISING SERVICE—RODNEY E. BOONE, GENERAL MANAGER

Family Day

How Westinghouse Induced 35,632 People to Visit Plant and Fostered Employee Good-Will

By Ralph Leavenworth

General Advertising Manager, Westinghouse Electric and Manufacturing Company

"FAMILY DAY" at Westinghouse East Pittsburgh Works, on October 5, brought out 35,632 visitors by actual count. They put away over 40,000 individual servings of ice cream before the supply ran out, and had a grand and glorious time generally.

As the Pittsburgh *Press* commented editorially under the caption "A Good Precedent":

"The Westinghouse Electric & Manufacturing Company yesterday set an example to industries seeking closer relations with the public by inviting families and friends of its employees to visit its gigantic East Pittsburgh plant.

"Thousands accepted the invitation and saw the latest Westinghouse inventions on display, watched demonstrations of the magic power of electricity, and saw the making of powerful motors and generators. Appropriately, the Westinghouse labeled its affair 'Family Day.'

"It seems to us that other industrial plants would do well to adopt this policy of inviting the public to visit factories. Such invitations inevitably produce goodwill and a friendlier public feeling toward the industries in question. They are a valuable means of humanizing our present industrial setup and of making big corporations more than just a name to the general public."

Since this is a type of public relations activity which other companies may be interested in considering, the purpose, plan, and promotion of Westinghouse Family Day is here described in some detail. We do not claim originality for the idea—it has been done before—but the story of our experience may contribute something worth while to the case-history records of such projects.

The affair was not held on the spur of the moment, but was carefully planned and prepared for, over a period of about three months. The committee in charge did not actually need that much time, but for various reasons a date in the fall, not too early, was selected as desirable when the committee started its planning early in the summer.

Telling Employees Reasons for the Event

The purpose of the event was stated in an announcement to employees signed by the chairman of the committee:

"Family Day at Westinghouse is a Day for you and your family, for the families of your friends and others of the general public to visit in our Works.

"It is an Open House day on which everyone of us, employed by Westinghouse, will serve as individual hosts to our families and guests who will be given this opportunity to view the industrial organization here that enables us to build the world's finest electrical equipment. Visitors on Family Day will not only see our fine machines and our production lines but more than that they'll be shown that it's the collective skill of Westinghouse employees—the ability of each of us to do his or her share of the work—that has made the name Westinghouse outstanding the world over, for its products and its people.

"The Family Day Committee has arranged a splendid program of

exhibits and special demonstrations at East Pittsburgh; the Works will be thoroughly placarded, to help you find your way about and to provide answers to questions that your guests may ask; there'll be entertainment and instruction."

The main problems which the committee had to settle were how to make people want to come, how to make the visit interesting for them, how to handle them so they would spread out and not cause "traffic jams," and what to give them in the way of refreshments or souvenirs.

Why "Family Day" Was Held on Saturday

A Saturday was selected rather than a week day for two reasons. The company is on a five-day week and it was felt that to carry out the "bring your family idea," it was better to have it on a holiday when even the humblest working man could put on his Sunday suit and personally escort the wife and kids and in-laws to see his shop where he made the electrical apparatus to drive steel mills, or to generate power at Boulder Dam or whatever it might be. A second reason for Saturday was the difficulty and danger of having the aisles crowded with visitors with work going on normally. It was recognized, however, that the shop would be less interesting when shut down, and a few machines were kept in operation to offset this, which, with the other attractions offered, provided sufficient action to maintain interest.

Four routes were laid out from the four main entrances of the works, and guides were stationed along the way to answer questions and direct the visitors. The routes were plainly marked with white bands and arrows. Placards along the way, on machines and work in progress, gave much helpful information. It was a highly educational occasion for the men who worked there every day as well as for their families. For example, in the aisle where the water wheel generators for Boulder Dam were being assembled, a small scale model of the Dam was on display. On a table in front of one of the huge generators, which in point

of size would make a comfortable house for some family, was operating a tiny "flea-power" motor, 1/200,000 hp. contrasted with 110,000 hp.

In a prominent place on the line of march was a lantern slide projected on a screen depicting the use of the company's products, from the central station all the way through to the home. Two main exhibit rooms were fitted up and decorated, in one of which was displayed the company's complete line of household products from refrigerators to curling irons, and in the other the other types of equipment which lent themselves to such display. This gave an opportunity to show East Pittsburgh employees and guests the products made by other plants of the company. Included also were exhibits by the industrial relations and the advertising departments.

One of the features was an exhibit of vegetables, fruits and preserves grown or canned by employees' families. Prizes were awarded for the best entries in each class, more than 500 individual exhibits being entered.

Special Attractions Also Provided

Our experience at the Century of Progress taught us what people will flock to see, and as special attractions we offered Willie Vocalite, the famous Westinghouse robot, spectacular demonstrations of artificial lightning and high voltage arcs, and an entertaining "show" from the Research Laboratories. Every half hour, from 9 until 4, these performances were put on before crowds of delighted visitors.

Ice cream was served at a special point on each of the four routes laid out for visitors. The container for the individual ice cream was an edible cup, more practical than a cone because filled in advance and then frozen, so there was no waste or rubbish or problem of dishes in connection with the refreshments.

Promotion of attendance was handled by signs outside and inside the works, by a notice in the shop pay envelopes the week before

Famil
in the
uted
prior
the
burgh
in the
Pittsb
a spec
and
day,
to W
of th
ment
the d
their
of 25
used
too m
Of
of an
ting t
went
ing e
of the
one a
spick
inter
Wh
the m
of em

Mag
A
magazi
Princet
purpos
would
problem
meeting
Inform
be obt
the Bl

Death
P. M
and ad
finder
ton, D
the ag
one of
tablies

With
Davis
World,
staff of

Borlan
M.
Angeles
Compan

Family Day, by a four-page insert in the company magazine distributed to all employees two days prior to the event, and by stories in the newspapers, including the Pittsburgh dailies and the smaller papers in the "Westinghouse Valley." The Pittsburgh *Sun-Telegraph* put out a special edition in East Pittsburgh and nearby communities on that day, with the front page devoted to Westinghouse Family Day. All of the papers gave it prominent mention, sending photographers out the day before to get pictures for their advance stories. Our estimate of 25,000 attendance which they used in these stories proved to be too modest.

Of course, the obvious activity of an unusual cleaning up and getting the shop ready for open house, went a long way toward impressing employees with the importance of the occasion. Foremen vied with one another to make their sections spick and span and to get anything interesting out in front.

While the event was designed, as the name implied, for the families of employees primarily, no restric-

tions were imposed on attendance except that children under fourteen should be accompanied by adults. Special invitations were sent to approximately 2,000 individuals, including public officials of local and nearby communities, newspaper men, chamber of commerce representatives, and others whose names were furnished by department heads and officers of the company. A buffet luncheon was served to several hundred of these special guests. Facilities were provided for parking cars, and an extra corps of traffic police helped handle the crowds.

The committee decided not to furnish souvenirs, but the East Pittsburgh Chamber of Commerce provided roses for the women guests. One of the practical by-products of the affair was the sale of a respectable number of refrigerators and other appliances—which will no doubt be multiplied many times in the weeks to come as the interest developed on Family Day is translated into orders for electrical appliances for Christmas gifts.



Magazine Editors Meet

A group of professional and house magazine editors met last week at the Princeton Club in New York for the purpose of organizing a group which would meet regularly to discuss common problems affecting their work. The next meeting is scheduled for November 12. Information concerning the group may be obtained from Robert Newcomb, of the Blanchard Press.

• • •

Death of P. M. Bailey

P. M. Bailey, secretary and business and advertising manager of the Pathfinder Publishing Company, Washington, D. C., died at that city recently at the age of sixty-one. Mr. Bailey was one of the founders of *Pathfinder*, established forty-five years ago.

• • •

With New York "Mirror"

David D. Lee, formerly with *Woman's World*, has joined the advertising sales staff of the New York *Sunday Mirror*.

• • •

Borland Joins Thompson

M. C. Borland has joined the Los Angeles staff of the J. Walter Thompson Company.

Form Phillips-Albertson & Bull

Irving Phillips, for twelve years with Canada Dry Ginger Ale, Inc., most recently as vice-president in charge of sales and advertising, in association with W. F. Bull and C. C. Albertson, has opened offices in the Lincoln Building, New York, under the name of Phillips-Albertson & Bull, Inc. The firm will specialize in sales, merchandising and distribution problems. Mr. Albertson and Mr. Bull were associated with the Canada Dry organization for over five years as assistant general sales managers.

• • •

Minneapolis Sales Group Elects

Alfred Colle has been elected president of the Minneapolis Association of Sales Managers. He succeeds Robert J. Jones. Harry Stanchfield was elected vice-president; William N. Parks, treasurer. Ruben Ohman was re-elected secretary.

• • •

Kelvinator Appoints Garceau

John S. Garceau has been appointed advertising and sales promotion manager for the commercial products line of the Kelvinator Corporation, Detroit. He has been domestic advertising and sales promotion manager.



879

Grocery Lin

The Retail Grocer and the national advertiser have at least one thing in common. Getting the most for their investment, which means maximum net result per dollar.

For the 8 months ending August 31, 1935, Retail Grocers placed 85.3% of their newspaper line in the Daily Commercial Appeal—2.6% in the Sunday Commercial Appeal.

During the month of August their preference for The Commercial Appeal was registered in an even greater degree. On the basis of the rate differential, they spent 92½¢ of their newspaper advertising dollar in The Commercial Appeal. This shows that it's results, not rates that count in cash register-checked appropriations.

Memphis continues to make its spectacular showing in Recovery. Bank clearings for the period mentioned

are 32.7
1933.
ales pro
much hig
The Sou
2,179,4
by a me
Appeal,

THE
NA
ARGE

79% of Retail Circulation in Memphis

are 32.7% higher than the corresponding 8 months of 1933. The market is in its best and ripest condition for sales promotion in the last quarter of the year, due to the much higher velocity of trade generated by cotton money. The South's First Market in trading area population—2,179,474 customers for the national advertiser. Served Sunday by a medium outstanding as the market—The Commercial Appeal, largest daily circulation South.

JAMES HAMMOND,

Publisher.

THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVE, THE BRANHAM CO.

LARGEST DAILY CIRCULATION SOUTH

P. I. Advertising Index

Radio Figures for September Indicate 26.9 Per Cent Gain Over Same Month of 1934

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

FOR September, 1935, the radio index stands at 184.5 as compared with 182.5 for August. This is an increase of 1.1 per cent over August, after usual corrections with adjustment for seasonal change.

The actual cost of radio chain time for September is greater than for August, but September radio advertising normally shows a pick-up over August. Consequently, the

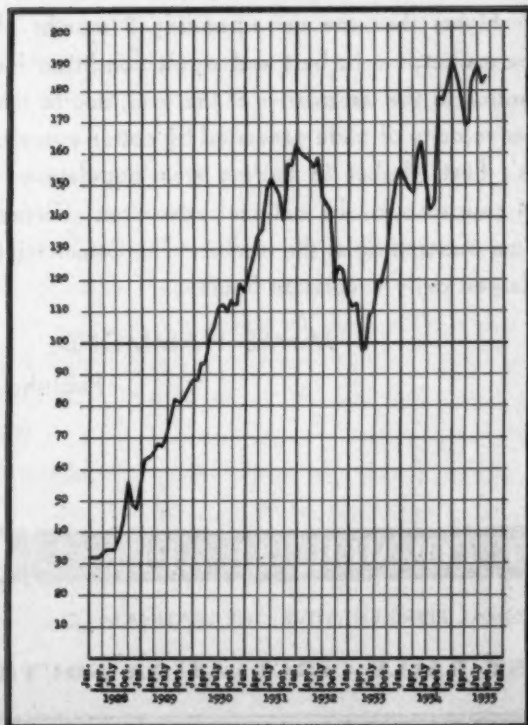
September advance in the index, which is corrected for seasonal variation, indicates that the gain for that month was larger than the normal seasonal increase.

The radio index for September also registered a gain of 26.9 per cent over that month last year. This is not quite as large as the 28.9 per cent pick-up recorded for August, 1935, over August, 1934.

MONTHLY INDEX OF RADIO ADVERTISING

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected For Seasonal Variation



Direct-Mail Teamwork

Association Convention Stages "Drama of Advertising" with Representatives of Various Media Participating

THE keynote of the convention of the Direct Mail Advertising Association in Kansas City, Mo., last week was "teamwork." This association believes that all of the major advertising media should and can work together. Each medium has a place and all of them should be able to co-operate in their efforts to help the advertiser get the most for his money.

In order to prove their sincerity, the direct-mail people invited representatives of the leading advertising media to participate in the convention. These were given an opportunity to cite the primary advantages of their media and suggest how direct advertising can be used to increase the effectiveness of each. Following the opening luncheon, an elaborate "drama of advertising" was performed. Dramatically, on two stages, the speakers told their stories with the aid of special exhibits.

The "drama of advertising" was well presented. It was certainly an unusual innovation and perhaps somewhat courageous, for the speakers, naturally, were so wrapped up in the sales stories of their own media that only somewhat reluctantly, it seemed, did they make occasional passing reference to their host, direct mail. Probably for the first time, as John R. Buckley, business manager of *Cosmopolitan*, who represented magazines, said: "These major media assembled all under one tent to tell their stories. Too often, they have been making faces at each other."

In addition to Mr. Buckley, representing magazines, those who participated in this forum were: *outdoor*, Peter L. Michael, president, Huston Poster Advertising Agency; *business papers*, E. B. Terhune, vice-president, Chilton Company; *window display*, Frederick L. Wertz, president, Window



J. S. Roberts

Advertising, Inc.; *radio*, Leo Fitzpatrick, vice-president, WJR, Detroit; *street car*, J. C. Fehlandt, manager, Kansas City office, Barron G. Collier, Inc.; *business films*, T. F. Joyce, advertising manager, RCA Manufacturing Company; and *newspapers*, Robert T. Tate, Western manager, Bureau of Advertising, American Newspaper Publishers Association.

"The drama of advertising" is to be made into a film and will be shown at the regional direct-mail conferences and expositions in the major cities in the United States and Canada along with the fifty direct-mail leaders' exhibits. This film, in addition to carrying condensed versions of the media stories, will attempt to take the whole Kansas City convention to advertising people who were unable to attend. Motion picture cameras were in evidence all during the session. The film is now being cut to a satisfactory length and undergoing a thorough editing.

An important part of this convention film will be the dramatic

"PICK IT UP..!"

I'M THROUGH WAREHOUSING YOUR LINE"



AMERICAN CAN CO

230 PARK AVENUE NEW

Merch
the ma
tailer
point
Most
get the
retail
are sp
wonder
out of
No on
dustry
rience
merch
why t
Compa

LINE"

Merchandise moved from the manufacturer to the retailer has only changed its point of warehousing. Most sales managers can get their product into the retail store. Their nights are spent worrying and wondering how to move it out of the retail store.

No one man—no one industry—has all the experience in over-the-counter merchandising. That is why the American Can Company, with its multi-

tude of contacts throughout the package merchandise sales field, might be of assistance to you.

If your line is being warehoused rather than sold—or if you have packaging or point-of-sale problems, why not ask our Sales Promotion Department if they can help you.

Address Sales Promotion Department, American Can Company, 230 Park Avenue, New York City.

CAN COMPANY

NEW YORK

Why does American Can Company concern itself with problems of retail merchandising?

Our reasons are the same as yours. We cannot sell more packages than you sell for us—you cannot sell more than people buy. The consumer is our common goal.

zation of the fundamentals of direct advertising as presented by seven specialists on the final day. The complete talks will not be given in the film. Each speaker boiled his major points down to one or two minutes and delivered this brief talk for the sound film camera.

Speaking at another meeting, Douglas J. Murphy, director of publicity, General American Life Insurance Company, St. Louis, expressed the belief that advertising deserves much of the criticism that has been leveled at it. However, he declared that this does not undermine the fundamental justification of advertising itself.

Copy Is Not the Only Target

"Copy," he said, "is but one part of advertising. It is by no means the whole of advertising. Long before copy come certain other fundamentals against which criticisms are just as vehement and a great deal more justifiable, and, by that same token harder to answer.

"The real economic waste in advertising is not external but internal; it exists not in the effect of advertising but in advertising itself. The real economic waste in advertising is that which is pointed out to us not by rabid reformers but by cold-blooded economists. It is the application of advertising to the products and to the market on which this economic attack is focused. The undoubted waste which does exist cannot be eliminated as easily as can misleading and untruthful copy by mere blue penciling."

Watson Gordon, advertising director, S. D. Warren Company, who was assigned one of the fundamentals, "the selection of the vehicles," emphasized the fact that there are no rules in this respect. Direct mail, he said, is a flexible medium. It is impossible to say that any one way is the best way. The direct-mail problem can be taken to four different experts and four different solutions will be recommended. All of these solutions can be good ones.

Other fundamentals of advertising

were discussed by Norman I. Taylor, president, National Selling Service, *appeal and copy*; Gilbert P. Farrar, Typographic Counsellor, American Type Founders Sales Corporation, *design and layout*; George L. Welp, art director and advertising manager, International Printing Ink Corporation, *materials and color*; and Arthur W. Winter, vice-president, Evans-Winter-Hebb, Inc., *production and distribution*.

The seventh fundamental, co-ordination, was ably handled by Billy B. Van, president of the Pine Tree Products Company.

Paul T. Babson, president of the United Business Service Company, speaking at the opening luncheon, offered a word of advice.

"Your business," he said, "should be making money this fall, and it should make more money next year. If you are not getting your share of the business improvement that is taking place, you had better look closer than Washington, D. C., for some of the reasons. It may be good sport to rant and worry about national affairs, but it is far more profitable to stick to your own business, and make the most out of every opportunity that sticks its head up over the horizon."

Roberts Succeeds Raymond as President

J. S. Roberts, advertising manager of the Retail Credit Company, Atlanta, Ga., was elected president of the Direct Mail Advertising Association, succeeding Leonard J. Raymond, of the Dickie-Raymond Company, Boston. Donald Rein, the Rein Company, Houston, Texas, was elected vice-president, and Fred May, Rising Paper Company, Housatonic, Mass., treasurer.

Three new directors were elected: *users division*, Don Rahlle, Federal Hardware & Implement Mutuals, Minneapolis; *producers division*, Karl R. Koerper, Greiner-Fifield Lithographing Company, Kansas City, and *suppliers division*, Fred May, Rising Paper Company, Housatonic, Mass.

Here's

"M R

in some
—in sto

Thus
ventiona

To t
tion, T
adds co
ments,
of cou
for dea

Of co
prospec
stores.
pose is
self-sele
grades

The
play-sp

We l
Gorham

The
dence,
gift to
Sterling
tween
ers will
following
November

1—W
ham pa

2—W
(This c

your lis

3—W
ceived

4—W
name?

5—Y
The

that re

Does
podge c
you sat
pointed
ware, v
hodge-p

Don't
look li
right.

Meet a Customer

Here's a Coupon Campaign That Rounds Up Qualified Prospects
and Arms the Dealer with Potent Sales Facts

"MR. DEALER, I present a customer. She is interested in something that you have—I hope—in stock."

Thus operates the coupon, conventionally.

To the conventional introduction, The Gorham Company now adds certain sales-building refinements, and fashions a combination of coupon-plan and sales contest for dealers.

Of course, the purpose is to send prospective buyers into dealers' stores. More specifically, the purpose is to send into those stores self-selected owners of the better grades of Gorham merchandise.

The method starts with a display-space coupon that reads:

We Have a Gift for Owners of Gorham Sterling.

The Gorham Company, Providence, R. I., will send an attractive gift to owners of any Gorham Sterling flatware pattern, bought between 1831 and 1931, if the owners will send us the answers to the following questions on or before November 1, 1935.

1—What is the name of the Gorham pattern you own?

2—What pieces of it do you own? (This coupon must be attached to your list.)

3—When was it bought?—Received as a gift?—Inherited?—

4—What is your present jeweler's name?

5—Your name and address?

The coupon accompanies copy that reads, typically, like this:

Does your silver look like a hodge-podge of nations? How often have you sat at an otherwise perfectly appointed table and noticed the silverware, varied as the costumes of a hodge-podge of nations? . . .

Don't let the silver on your table look like that. Make your silver right. Start with Gorham, as mod-

estly or as ambitiously as you wish, with a pattern you now have, or can buy today. For with Gorham, extra pieces can be obtained at any time to fill in any part of the service, even 100 years from now . . .

So much for what the public has seen. Now for what the dealers see:

To dealers, last month, went a broadside, its outside text announcing that The Gorham Company "invites the Jewelers of America to meet, personally, all owners of Gorham Sterling." Inside, the copy read, in part:

Should Old Acquaintance Be Forgotten?

This fall we are making a nationwide effort to renew acquaintance with the Gorham sterling owners of America.

We realize, of course, that Gorham silverware requires no introduction either to the jewelers or to the silver-owning homes of this country. But in a shifting world, even the best of friends may be separated by time and circumstance.

The Gorham Company was established in 1831. Doubtless, with the passage of years, we have lost touch with many thousands of families—once dependent upon us for service no other man or company could render.

These thousands must not be forgotten. And they will not be forgotten if—in return for a gift of silver—they will answer the questions that we are sending broadcast throughout the forty-eight States.

Turn the page and learn how we are sending into the homes of your customers millions and millions of Gorham coupons, each good for a sterling silver gift.

Opposite a facsimile of a page advertisement, the text goes on to point out differences. "As a rule, you know, the coupon-clipper is

1935 WHEAT CROP POURS \$40,195,000 NEW WEALTH INTO SPOKANE MARKET



1835



1935

FOR over a century wheat has been a source of wealth in the Spokane area—grown first by fur traders in meager patches near their stockades—later, by pioneer settlers with the aid of the oxen which had drawn their covered wagons across the Rockies to this newer, more fertile territory.

In 1935 with tractors in place of cattle, on square miles instead of square yards, the wheat output of Spokane's Inland Empire swelled to 60,902,140 bushels, one-tenth of the nation's 1935 wheat output, and valued at harvest time at \$40,195,412. This in addition to \$14,000,000 in crop bounties paid Inland Empire farmers from the U. S. Treasury.

This flood of new wealth is pouring right now into trade channels, along with Lumber money, Live Stock and Fruit money, and Grand Coulee Payroll money—All of which assures results for Spokesman-Review and Spokane Daily Chronicle advertisers whose schedules start in the immediate future—Dailies rooted into the affections and habits of Spokane and Inland Empire people for over half a century each—more than 90,000 circulation (85% UNDuplicated) for 101,247 urban families.

NOTE HOW CLOSE
THE WHEAT FIELDS
ARE TO TOWN



ROSALIA, WASHINGTON

THE SPOKESMAN-REVIEW • Spokane Daily Chronicle

SUNDAY

MORNING

EVENING

SPOKANE, WASHINGTON

ADVERTISING REPRESENTATIVES

JOHN A. WOODWARD, INC., NEW YORK — CHICAGO — DETROIT — BOSTON — KANSAS CITY — SAN FRANCISCO — LOS ANGELES
LOCAL REPRESENTATIVES — SUNDAY SPOKESMAN-REVIEW MAGAZINE AND COMIC SECTIONS — ASSOCIATED NEWSPAPER COLOR, INC.

for divisions. Under these groupings, each contestant in your store is in competition with individuals in stores of similar volume only. The winners in all groups will receive identical awards. Every precaution has been taken to make the competition fair to all contestants, and all awards made by the Contest Committee will be final.

"5. Prizes will be awarded to eligible contestants who, during the ten weeks of the competition, total the largest number of points selling Gorham sterling flatware, hollowware, toiletware, or platedware. Points will be awarded on the basis of one point for every dollar sold.

"6. Here are the awards: five automobiles—one for the top winner in each of the five groups. Winners will be awarded 1936, standard-model, Ford V-8 four-door sedans.

"Five second prizes of \$100 each; five third prizes of \$50 each; twenty fourth prizes of \$25 each; twenty-five fifth prizes of \$10 each; and 340 sixth prizes of \$5 each.

"Whether or not you drive one of the flashy new cars or win one of the cash awards, you will receive a beautiful automatic pencil as a token of appreciation of your efforts.

"In the event of ties, duplicate prizes will be awarded.

"7. In order to receive point credits, sales must be recorded on a special form to be supplied contestants by The Gorham Company. These forms must be endorsed for accuracy by the proper store official and forwarded, with the weekly report, to the Contest Manager of The Gorham Company at Providence. No weekly forms postmarked later than midnight Monday of the following week will be credited.

"8. No employee of The Gorham Company or of any subsidiary or affiliated company will be eligible to enter."

Ten days later, out went another broadside, repeating the stipulations, "selling" the prizes—with pictures of the top-prize Fords—and offering sales-boosting suggestions, including these:

Watch the social columns for announcements of weddings and engagements. Check your records of anniversaries. To the housewife who buys on a budget, sell silver piece by piece from month to month. Advertise. Display your wares.

With the contestants registered, out went the pep-up material—for instance, this in a letter:

We are mailing you under separate cover, a pad of individual sales-record sheets, one or more of which, when properly filled out and endorsed, should be mailed to the Contest Manager . . .

While you may not be authorized to release newspaper advertising or prepare window and counter displays for your store, it is always your prerogative to suggest and encourage them. They will help you tremendously to win some major award.

To each coupon-sender-in went this note:

Dear Madam:

Thank you for the interest you have taken in writing about your Gorham Silverware.

The Gorham Sterling Silver Gift which we have promised you is being sent to (name of dealer).

Will you please call at their store and present this letter, in exchange for which, without any obligation whatever, you will receive your Gorham Gift, which we hope you will enjoy using through the years.

Sincerely,

THE GORHAM COMPANY.

The gift, incidentally, is a heavy sterling lemon or pickle fork.

To forward to the dealers information that comes in on the coupons, the management devised a special, time-saving form on which are listed, in type, all the items that a customer might own; and beside each item is a space for writing in a number.

Accompanying the coupon information as it goes to the dealer goes this letter:

We are sending you—Gorham Sterling Gift lemon forks by parcel post. . . .

These a
you to th
and add
the attac
all thes
store and
which ca
dress, an
on the i
this letter

When
to retain
These let
ceipts an
by you a
or when
with any
been cla
will retu
forks or

We h
carbon c
which w
number
who pre

The p
the cust
are liste
informat
packed
for your
tion at
customer
important
you are

New N

A tw
will be li
National
Wayne,
fice of
will man
newspap
twenty-se

Has Li

The
pany, N
handle t
& Comp
porter a
paign ha
IV Sco
magazin

Joins A

LaPor
New Y
Agency

These gifts are to be presented by you to the customers whose names and addresses appear at the tops of the attached slips. We have written all these persons to call at your store and present to you our letter, which carries the same name, address, and order number as appear on the individual slips attached to this letter.

When you deliver the gift you are to retain our letter to the customer. These letters are to serve as our receipts and are to be returned to us by you at the close of the campaign, or when requested by us, together with any lemon forks that have not been claimed. In other words, you will return to us either the lemon forks or the customers' letters.

We have packed with the gifts carbon copies of the attached slips, which will identify each fork by the number as belonging to the person who presents the letter.

The pattern and the pieces that the customer has reported as owning are listed on the attached slips. The information is also on the slip packed with the lemon fork and is for your convenience and information at the time of contact with the customer. This should be of great importance and value to you when you are delivering the gift, for you

will be in a position to solicit purchases of additional pieces—thereby increasing your sales.

For pep purposes, the management devised special letterhead forms for letters to contestants. Printed in red on white stock, the letterheads carry a left-hand border of cartoons.

Typical cartoon captions:

"A Ford V-8 in your stocking for Xmas if you're the heavy-weight silver salesman in your division. Be your own Santa Claus!"

"Every silverware sale will be sweet music to the ears of go-getters. Do your selling steadily and then toot your own horn—on your V-8—December 25."

And the campaign rages on. Truly, old acquaintances are being renewed as owners of Gorham Sterling, some of it now verging upon the age of antiques, drop in at the jewelry stores to get their lemon forks—and to be told that now is a good time to replenish their silver table service.

Says Paul Donelan, Gorham's advertising director: "In the silverware industry, it is one of the most helpful plans ever inaugurated. Literally, it is manufacturing customers for all legitimate Gorham dealers in America."



New Newspaper Advertiser

A two-month newspaper campaign will be launched shortly for The Lincoln National Life Insurance Company, Fort Wayne, Ind., through the Chicago office of Maxon, Inc. This campaign will mark the company's first use of newspaper advertising. Newspapers in twenty-seven cities will be used.



Has Liquor Account

The Metropolitan Advertising Company, New York, has been appointed to handle the account of Thomas J. Molloy & Company, Inc., New York, liquor importer and distributor. A national campaign has been launched on King George IV Scotch whisky, using newspapers, magazines and business papers.



Joins Agency Network

LaPorte & Austin have been appointed New York member of the Continental Agency Network.

Forms New Sales Department

Effective December 1, the rug division of the Artloom Corporation will organize its own sales department for the distribution of Artloom rugs to the wholesale and retail trade. Sales headquarters will be established in New York with branch offices and showrooms in other important distributing centers. For the last four years, Artloom rugs have been sold exclusively through the Parker-Wylie Carpet Co., Inc., selling agent.

Artloom's new sales department will be under the supervision of Edward A. Haggennmuller who since last year has been assisting C. S. Newton, president, in the development of the rug division. In addition to his duties as sales manager, Mr. Haggennmuller will continue to style the Artloom rug lines.



With Hanff-Metzger

Clifford A. Williams, formerly with H. W. Kastor & Sons Advertising Company, Chicago, has joined Hanff-Metzger of Illinois, Inc., Chicago, as an account executive.

Fight Sponsored News

Inland Newspaper Publishers Would Have Such Broadcasting Only as Uncompensated Public Service

ON the premise that sponsored broadcasts of news by advertisers may lead to the dissemination of propaganda under the guise of news, the Inland Daily Press Association last week adopted a resolution calling upon the Federal Communications Commission to permit news broadcasting only as an uncompensated public service of the radio stations. The action took place in the annual fall meeting of the association at Chicago.

Under the postal laws, the resolution points out, newspapers and periodicals are prohibited from printing any editorial or reading matter for which money is paid unless it is plainly marked "advertising." Radio stations are accepting money from advertisers for the use of the aid to disseminate news and editorial comment as a part of their advertising to sell products—under which circumstance, it is maintained, the listening public has no means of determining whether a news broadcast is paid for and edited by the advertiser or the advertising agency.

Hence, as a measure of public convenience and necessity, the communications commission is requested to "protect the listeners on all news broadcasts and preserve the true news value by requiring all subject matter under the title of news to be broadcast only as an editorial service from the station itself to its listeners."

In an added clause the resolution suggests that all news gathering organizations and newspapers cooperate in developing an equitable plan for the broadcasting of news bulletins as a public service in the name of the participating groups.

On the subject of free publicity, President Linwood I. Noyes, of the Ironwood, Mich., *Globe*, advanced the suggestion that since newspapers keep lineage figures on paid advertising, they might also keep

records of advertising given away. The yearly total, he ventured, would amaze publishers.

Mr. Noyes went on to indicate that after all the responsibility for this much cursed and discussed question may rest with the newspaper itself, saying:

"What other business gives away a product it has for sale? The very existence of newspapers depends on revenue from paid advertising. Yet over and over again newspapers give it away. He who can get it free will not pay for it. He who cannot get it free will pay for it. Why continue to give it away?"

An Attitude Toward Publicity

An interesting insight into the thought processes on publicity of a large merchandising organization was contributed by D. D. Richards, of Sears, Roebuck & Company. Said Mr. Richards:

"We are not tremendous seekers of publicity. We do feel from time to time that we have something of interest to the readers of newspapers. Our general publicity office sends out the stories, but it may be surprising to you to know that with every publicity release to our stores goes a note telling the store manager that if the city editor does not believe that the release hereto attached is news and worthy of a place in the newspaper, forget the whole matter and do not quarrel with the newspaper in any way about failure to run the suggested publicity.

"We feel that if hokum is run in the newspaper about our company, or about any other company, the reader's interest in the newspaper is somewhat dimmed. We know that only through great reader interest, great reader acceptance and great reader believability can we hope to get maximum returns from

HARPER'S BAZAAR

LEADERSHIP

in Advertising Lineage

JANUARY *through* **OCTOBER**

605,148 lines, from January through October, 1935, give Harper's Bazaar a big lead over all other monthly magazines . . . The chart below shows the relative lineage between Harper's Bazaar and the next eight magazines.

	LINES
1. HARPER'S BAZAAR	605,148
2. FORTUNE	592,263
3. GOOD HOUSEKEEPING	431,238
4. LADIES' HOME JOURNAL	411,440
5. WOMAN'S HOME COMPANION	402,568
6. McCALL'S	400,948
7. YACHTING	341,183
8. TOWN & COUNTRY	317,906
9. MOTOR BOATING	279,838

HARPER'S BAZAAR also carries a greater amount of advertising lineage per issue than any other Fashion Magazine.

HARPER'S BAZAAR FREDERIC DRAKE, GENERAL MANAGER
572 MADISON AVENUE, NEW YORK CITY

the newspapers in which we buy advertising space.

"We want to buy the most we can get for our money when we buy white space. We do not want to do a thing that will cheapen in any way the standing of any newspaper in the community in which it is circulated. We want every newspaper to have the highest possible standards because only in that way are we sure that the readers really believe the paper and really like it. If the subscriber does not believe the paper and if we do anything toward cheapening the paper in any way we are merely injuring ourselves, because we are not going to get back from the money we

spend in white space the amount of sales that we should get if the paper were greatly accepted, greatly believed and very much wanted by the subscriber.

"That is why we expect anything we send to the newspapers to stand on its own feet, to be news in the eyes of the men who are responsible for the editing of the newspaper. Any time any publicity we send falls short of these requirements we have no hard feelings if the newspaper does not print it. Of course, you will grant us the privilege of doubting the judgment of the city editor, but I am quite sure you will never find us going to war because publicity is left out."

Stanley Resor Heads Hospital Drive

Stanley Resor, president of the J. Walter Thompson Company, has accepted the chairmanship of the advertising division of the United Hospital Campaign Committee, New York, according to an announcement from Samuel W. Reyburn, chairman of the commerce and industry division.

Mr. Resor will organize solicitation groups in the advertising industry of the city to aid in the committee's campaign for \$2,000,000 in support of the voluntary, non-profit hospitals of New York.

Appoints Zinn and Meyer

Healthaids Inc., New York, has appointed Zinn and Meyer, Inc., of that city, to handle the advertising and merchandising of Serutan, a new health food. The campaign is just starting in the metropolitan New York market in newspapers and will be extended later to other markets.

Auburn Advances Harding

Sam V. Harding has been appointed assistant sales manager of the Auburn Automobile Company, Auburn, Ind. He joined the Auburn sales department in February, 1934, and for the last year he has had direct supervision of Auburn's district sales managers.

Elects Miss G. C. Freytag

Gertrude C. Freytag, in charge of client service of The Fensholt Company, Chicago, has been elected vice-president of that agency. She will supervise all production and service activities.

Merrill Anderson Adds Wilson

John W. Wilson, recently with E. M. Freystadt Associates, Inc., New York agency, has joined the Merrill Anderson Company, of that city, as account executive.

New York Advertising Men's Legion Post Elects

The New York Advertising Men's Post 209 of the American Legion has elected the following new officers for the coming year: Theodore P. Seymour, commander; Earle L. Townsend, first vice-commander; Sidney L. Weedon, Arthur M. Carey, Julius T. Fedel, and Dr. Hannes Hoving, vice-commanders; John A. Barron, finance officer; James Demarest, adjutant; George Bohlen, sergeant-at-arms; David Carpenter, historian, and the Rev. Frank Peer Beal, chaplain.

Death of Albert D. Porter

Albert D. Porter died at his Pasadena, Calif., home October 15. He was in his seventy-fifth year. Mr. Porter in his day was one of the country's leading magazine executives. As publisher of the *Housewife* in New York, he established that magazine as one of the first to win national popularity, accomplishing this through his belief in special advertising for his own publications. He was a frequent contributor to **PRINTERS' INK**.

With "Country Gentleman"

C. C. Ryan, formerly with the *American Boy* and *Tower Magazines*, has joined the sales staff of the *Country Gentleman* in New York.

Joins "Parents' Magazine"

Walter R. Holmes, recently with the *Tower Magazines*, has joined the sales staff of the *Parents' Magazine*, and will represent it in New York State.

Adds Cosmetic Account

Imperial Salons Ltd., New York, has appointed Ralph Rossier, Inc., of that city, as advertising counsel. Class magazines will be used.

Dealer Advertising Control

This System, Through Checking Material into Retail Stores,
Stops Waste and Increases Efficiency

By a Sales Manager

WE have been unusually successful in getting our distributors and dealers to adopt the sales and advertising ideas that we suggest. Our aim is to get all of them to use practically identical sales and advertising methods. The majority follow the plan that we suggest because we are able to show them that it works; we know from experience that it is a practical plan.

Each of our outlets is separately owned; it is operated by the owner. He has full freedom to apply his own merchandising knowledge and ability to his particular local problem. We do not issue orders—only suggestions and proved plans. Our part is to place at the command of our dealer organizations a merchandising staff, men trained in selling, advertising, merchandising, etc. These men are ready to furnish ideas which have been developed by actual tests and experience. Our contacts with our dealers are largely through our distributor organizations.

One of the most important parts of our plan is the development of advertising and merchandising ideas. We operate a number of retail stores as experimental laboratories. We develop window demonstrations, store interiors, store displays, signs, advertising, sales promotion and out of this experience has come a knowledge of those things which do and do not pay.

Of course, many manufacturers have developed plans that they know from experience will work successfully for dealers if put into operation. The problem is to get the dealers to use the ideas and materials. We have worked out a system for not only getting our ideas and materials used but keep-

ing track of how much promotion material is being used and what kinds of advertising are being done by both distributors and dealers.

No dealer is permitted to take on our line unless he agrees to follow our basic plan of operation. If he doesn't follow the plan, we know from experience that his sales will suffer and then we must find a new dealer. Our distributors' men are in constant touch with our retail outlets, impressing upon them that anyone can open a store or put in a stock of merchandise but that our success, and the success of hundreds of distributors and dealers, is founded upon this basic plan.

While we charge for the large majority of our dealer helps, we are also ready to do our share by paying a part of the cost of any advertising that distributors and dealers may do. We believe that to dump quantities of sales aids on our dealers would be tremendously wasteful. When a retailer has to pay something for this material, no matter how little, he has considerably more respect for it and is sure to use it. Similarly, when a dealer or distributor recognizes that the company itself is willing to share part of the cost of advertising he takes more interest in the matter.

We are constantly hammering home the fact that well-planned and properly directed advertising has been responsible for the success of thousands of business enterprises, large and small. Poorly planned and improperly directed advertising has represented a tremendous waste for other thousands of businesses. We believe in advertising, but the fact that an advertising message "looks good" carries little weight with us. We emphasize the fact that every ad-

vertising method we recommend has first been tested by us, the bad discarded and the good retained and the ultimate plan we suggest is sure to bring results because it has brought results.

Every retailer, naturally, has his own ideas on advertising. If we were unable to control what is being done along these lines there would be a great deal of waste. For that reason all advertising in which distributors and the corporation are to share the cost must be submitted to the home office for approval before contracts or commitments are made. Otherwise, credits are refused. We tell our dealers what kinds of advertising we have found to be most successful. We show them what fields have proved to be most efficient. We tell them how to select media and how to check their advertising for results.

Prevents Advertising in "Charity" Media

By paying part of the cost of advertising ourselves, we can prevent dealers from wasting money in many ways. For example, advertising credits on purchases of merchandise are not to be used for advertisement in purely "charity" advertising media. Solicitors for these publications are generally good salesmen or saleswomen. Their appeal is generally "civic" and "community spirit" and they manage to inveigle many a dealer into parting with a few dollars. Church and school booklets, charity programs and such things come under this classification and we refuse to pay any part of the cost of such advertising.

At headquarters we have a control system by which we maintain a constant check on advertising materials sent out, and most distributors are using a similar system to check on the status of each dealer receiving advertising supplies from them.

On the right-hand side of these control sheets is a heading "Newspaper, Radio and Miscellaneous." The corporation pays one-half of the advertising contracted for under this column, up to 5 per cent of the distributor's net purchases;

that is 2½ per cent of his total net purchases.

Any and all advertising contracted for under this column for which the distributor may expect a credit must first be approved by the advertising department of the home office. This ruling was inaugurated, as I have explained, to prevent contracting for advertising space which, in our opinion, has little or no value. All application for advertising credit must be accompanied by receipted invoices and tear sheets when it is printed advertising. When such invoices are approved, a credit memorandum is issued to the distributor.

Here is an example of how we participate in general advertising. If the State distributor should contract for approved advertising in the amount of \$100, the home office would pay 50 per cent or \$50 of this amount (based on net purchases).

If district distributors should contract for advertising approved by State distributor and the home office in the amount of \$100, district distributor will pay 50 per cent of this amount or \$50, State distributor 25 per cent or \$25, and the home office 25 per cent or \$25.

If the dealer should contract for advertising approved by district distributor, State distributor and home office, dealer shall pay 50 per cent of this amount or \$50, district distributor 25 per cent or \$25, State distributor 12½ per cent or \$12.50, home office 12½ per cent or \$12.50.

The left half of the control sheet is devoted to spaces in which we keep track of the amount of dealer-help material to which each distributor is entitled. These are such items as color cards, display cards, folders, booklets, etc. For all such items, there is what we call a memo charge. In other words, we list these items at certain prices and each distributor is allowed to draw against his total sales. Each month his quota of advertising material is regulated by his previous sales. On this control sheet we keep track of how much material he orders and to how much he is entitled.

State distributors are allotted a total of 8 per cent of their net

Commencing January 1, 1936

The Southern Planter

America's Oldest Agricultural Journal

will be issued on the 1st of each month, instead of the 15th, as at present. Advertising forms will close on the 15th of preceding month.



Farmers in "Southern Planter Land"—Delaware, Maryland, the Virginias and the Carolinas will receive nearly a half billion dollars in cash for their farm products for this year; and this great market, the Nation's greatest

diversified farming and home owning section, is effectively covered by one paper—and only one—*The Southern Planter*, the guide and inspiration of leading farmers for nearly a century.

October 1935 issue carries 105.6% more advertising than October issue of 1934.

Send for a copy of "Down Our Way"—a neat folder giving a bird's-eye view of the prosperity which pervades Southern Planter Land.

"AT THE TOP OF THE SOUTH"

THE SOUTHERN PLANTER

Established 1840

RICHMOND, VIRGINIA

Circulation more than a Quarter Million (A. B. C.)

Chicago, 333 N. Michigan Ave. New York, 441 Lexington Ave.

purchases for advertising supplies: A fairly expensive, de luxe mailing piece, 5 per cent; another elaborate piece, 2 per cent; booklets, folders, miscellaneous, $\frac{1}{2}$ per cent and counter display cards, $\frac{1}{2}$ per cent. This percentage is added to the balance from the preceding month. From the total of this sum is deducted the delivery (or charges) made during the current month. The balance is carried forward to the next month.

Suppose that a State distributor's March balance is \$156.55, his net purchases during April are \$20,000, and he has ordered de luxe pieces totaling \$975 during April. This is the way it works out:

\$156.55=March balance
+1,000.00=5 per cent of \$20,000

1,156.55=Total credit for April
- 975.00=Deliveries made during April

\$181.55=May balance

♦ ♦ ♦

A. N. A. Proposes Study of Trading Areas

Forecast has it that the high-light of the coming annual convention of the Association of National Advertisers will be a proposal to undertake a study of trading areas.

The convention, to be held at Atlantic City, will open with a buffet supper and reception for members on October 27. Sessions on October 28 and 29 will be open to members only. On October 30 the sessions will be open to guests.

An entertainment feature, Monte Carlo Night, on October 29, will also be open to invited guests.

Speakers at the open sessions include Laurence Meads, vice-president, International Printing Ink Company, "The Coming Use of Color—in Advertising, Selling and Production"; H. A. Haring, "A Yardstick to Take the Guess Out of Marketing"; Miss Effie Raitt, president, American Home Economics Association, "What Business Should Do to Remove Consumer Suspicion," and Professor Malcolm P. McNair, Harvard Graduate School of Business Administration, "The Right to Advertise."

♦ ♦ ♦

St. Louis Juniors Elect

At the annual election of the St. Louis Junior Ad Club, held recently, the following officers were elected: President, Stu Stevens; first vice-president Al Maescher; second vice-president Bert Knefel, third vice-president J. A. McCollum, Jr.; treasurer Harold Dyer; secretary Gregg Paster.

The other three sections (elaborate pieces, booklets, folders, miscellaneous and counter display cards) operate similarly, although the percentage allotment varies.

Under "totals" is recorded the total monthly quota—8 per cent of the current month's net purchases. The column headed "delivered" records the total amount of advertising supplies delivered during the current month. The column headed "balance" records the balance after deducted. In addition, we furnish a large line of displays, electric signs, etc. These are all invoiced at list price. Dealers must pay cash.

In this way we keep track of our advertising supplies as furnished to State distributors. They use the same system for keeping track of supplies to district distributors and dealers. So we have available at all times the complete picture of what is being used and how much.

Heads New Agency Group in Northwest

Formation of the Northwest Council of Advertising Agencies was completed this week. Members include agencies in Minneapolis, St. Paul, Duluth and Fargo. Its purposes will be to "facilitate the gathering and dissemination of merchandising and marketing information" and to "act as a forceful medium to acquaint the public with the functions and value of advertising."

Addison Lewis, president of Addison Lewis & Associates, Minneapolis, was elected president. Pat McGinnes, Harman-McGinnes Agency, is vice-president; Allan Firestone, Firestone Agency, treasurer, and Ward H. Olmsted, Olmsted-Hewitt, Inc., secretary.

Directors are Ralph Campbell, Campbell-Mithum, Inc.; Quentin David, David, Inc.; Bronson West, Greve Agency; Mac Martin, Erwin, Wasey & Company, and Rudolph T. Flagstad, Hutchinson Advertising Company.

♦ ♦ ♦

With New York "Mirror"

Nicholas Freyberg, formerly with the New York *World-Telegram*, and prior to that with the *Liberty*, has joined the local advertising staff of the New York *Daily Mirror*.

♦ ♦ ♦

New Masonite Directors

R. G. Wallace, vice-president and director of sales of the Masonite Corporation, Chicago, and J. H. Thickens, vice-president, have been elected to the directorate.

It Start

Editor c

I thou
in seein
ment th
Chicago

We m
and nat
quickly
of this
age lay
least, it
poorest
could p
terest, w

We h
ticularly
the fact
of gas
applianc
think th
ally sho
to their
as to wh
credit to
advertisi

We b
ship com
own pro
selling
may be
we were
would h
such adv
taliatory
tors of o
would n
tion of
having a
their di
layman l
present
tioners
time and
by Mr. A

"TRI
ing
This i
heads th

Battle of the Basements

It Started in Chicago Year Ago and Continues Vigorously with
New Fall Copy

Editor of PRINTERS' INK:

I thought you might be interested in seeing a copy of an advertisement that appeared recently in a Chicago newspaper.

We manufacture gas appliances and naturally our attention is more quickly taken by an advertisement of this type than perhaps the average layman, but in our opinion at least, it stands out as one of the poorest types of advertising that could possibly be done by any interest, whether coal, gas or oil. . . .

We have no bone to pick, particularly in this situation other than the fact that we are manufacturers of gas appliances, and though our appliances are not involved, we think that advertising men generally should have this matter called to their attention to let them decide as to whether such advertising is a credit to either the client or the advertising profession.

We believe that good salesmanship constitutes the selling of one's own product rather than the un-selling of another's, although we may be entirely wrong in this. If we were the coal merchants we would be a little bit afraid that such advertising might bring on retaliatory measures by the distributors of other fuel, and such a battle would no doubt result in a condition of the buyers of these fuels having about as much confidence in their distributors as the average layman has in our politicians of the present day, who have been practitioners of such tactics for a long time and are esteemed accordingly by Mr. Average Voter.

Yours very truly,

"TRIED to burn gas but plumbing froze twice."

This incisive declaration, which heads the submitted advertisement,

might easily be considered worthy of the brusque, pungent pen of Ernest Hemingway. The famous contemporary novelist had nothing to do with it, however.

The testimonial from which the headline quotes, and which the advertisement features, was supplied by Hall Hemingway, of Oak Park, Ill., and Mrs. Hemingway makes it very clear throughout that she views gas heat with disdain. The advertiser, by the way, is the Chicago Coal Merchants Association.

"It's work like this that makes women look old."

There is a picture of a young lady standing, in acute agony, before an ash can, holding a battered shovel in one hand. The copy speaks of "crowsfeet, lined faces, rough, red hands." These, it explains, "are the rewards for women who tend furnace, who shovel coal and haul ashes, who trudge up and down a dozen times a day to keep fires burning." The cosmetic which will fix all this up, this joint advertisement of the Peoples Gas Light & Coke Company and the Public Service Company of Northern Illinois gets around eventually to pointing out, is gas heat.

"Say Nol to Heating Worries Forever.

"No shoveling. No manual labor. No dirt or soot. No cleaning bills. No fuel wasted on mild days. No getting up in the cold. No restriction of fuel supply." The elimination of such annoyances, reads the advertisement of the Chicago Oil Heat Committee, may be achieved with the installation of oil heat.

Thus continues Chicago's "Battle of the Fuels," earlier engagements in which were reported in PRINTERS' INK last fall.* In the inter-

*"Battle of the Fuels," by P. H. Erbes, Jr., PRINTERS' INK, September 20, 1934, page 45.

vening twelve months this bitterest of all competitive advertising wars, far from petering out as is usually the case in such feuds, has increased both in scope and intensity.

Recent developments include strong indications that the hostilities may spread into a nation-wide struggle for supremacy in the domestic heating market.

One straw in this wind is the entry of the major oil companies—Standard of Indiana, Sinclair, Shell, *et al.*—into active participation in the Chicago heating situation. In the past, development of the oil heat market has been largely up to the oil burner manufacturers, who in the long run, since a burner sale involves one transaction whereas the sale of the fuel is a repeat business, have a relatively lesser stake in comparison with the oil companies.

Plan a \$50,000 Campaign This Fall

Last year some of the oil burner distributors and independent fuel oil distributors conducted a small joint campaign—about \$4,500—in the Chicago market. The new campaign of the Chicago Oil Heat Committee, however, is a big-league effort. Plans of this combination of the major companies and the independents belonging to the Burning Oil Distributors Association call for the expenditure of \$50,000 in advertising in Chicago this fall and next spring.

The Chicago campaign is in the nature of an experiment in fuel oil promotion. If it pays out, similar activities will get under way in other cities.

Another straw in the national direction was launched at the recent first annual convention of the newly formed American Bituminous Retailers Association at Chicago, which devoted a large share of its attention to the rising competition of gas and oil and ways and means of combating it. Most of one afternoon's session was given over to a study of the Chicago Coal Merchants program. Delegates listened attentively to the remarks of Barton R. Gebhart,

assistant to the president of Appalachian Coals, Inc. Said Mr. Gebhart:

"The battle of the basements may not be as sharp in all communities as it is now in Chicago, but it will be one of these days. Meanwhile, it is the job of organized operators and organized retailers to equip themselves . . . with knowledge of the kind of punches that are going to be needed and how they are to be used.

"I think we are rapidly coming to the day of a campaign for automatic coal heat, jointly financed by all elements in the coal, transportation and equipment industries."

Getting back to the expanded hostilities on the Chicago front, the new oil campaign places perhaps the least emphasis of the three—coal, gas and oil—on competitive arguments. From the standpoints of both typographical display and volume, the negative observations about coal ("all that dirty work") and gas ("restriction of fuel supply") are in relatively minor proportion to the straight selling talk on oil heat.

Be that as it may, the oil people will soon find themselves in the thick of it. The coal gentlemen are already honing up a few bricks, or briquets, to heave in oil's direction. "From now on," an official of the Coal Merchants Association states, "we will hit oil and gas, not just gas." The technique of the reverse testimonials—statements from people who tried the competing fuel and now view it with polite curses—will be applied to oil as is being done in the case of gas.

The viewpoints of the contesting parties as to their respective advertising efforts are interesting.

"We are not sharply conscious of this thing as a 'battle,'" says Clayton Cassidy, advertising manager of the Peoples Gas Light & Coke Company. "In the past some of our advertising may have been competitive. Now, however, we are concentrating on advertising our own product. The current copy is pretty much on the positive



"I'm

Th
of
ex

4 Y

Moders
is a th
for giv
dealer
picture
to pro
time.

MERC

Moders
makes
crews,
equipm
in a p
At in
tickets
builds
pect li

Or y
sented
is chec
the op



"I'm no Barnum"



"I'm no Edison"



"I'm just a salesman. That's why I'm glad my company uses Modern Talking Picture Service"

This service relieves you of booking, promoting and exhibiting your talkies . . .

4 Years' Experience

Modern Talking Picture Service is a thoroughly tested system for giving a wide consumer or dealer circulation to advertisers' pictures. It shows your picture to prospects anywhere—at any time.

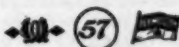
MERCHANDISED SHOWINGS

Modern Talking Picture Service makes all arrangements. Skilled crews, using Western Electric equipment, put on your picture in a professional way.

At invited consumer shows, all tickets must be signed—which builds up the finest kind of prospect list for your local dealers!

Or your message can be presented to clubs. The attendance is checked by club officials and the operator.

Users of this Service



Leading advertisers see tremendous possibilities in talking pictures, now that there is a way to get wide distribution and expert presentation. Thousands of shows have already been put on for them, with most satisfactory results.

Ask a representative to call. He will gladly help you with any problem of getting distribution for industrial pictures.



Operated by
Electrical Research Products, Inc.
250 West 57th St., New York, N.Y.
Units travelling out of all key cities.

side. Only in a supplementary way does it deal with negative arguments on competing fuel."

"Our campaign is going to point out that oil gives the lowest cost fully automatic heat, without resorting to derogatory remarks about other types of heat." So said Frank Spencer, president of the Burning Oil Distributors Association, in announcing the new campaign at a sales meeting sponsored by the Chicago Oil Heat Committee.

View of an Impartial Observer

The samples of oil and gas copy quoted in the earlier paragraphs of this essay are verbatim extracts from very current gas and oil advertisements. Without detracting from the sincerity of either of these gentlemen, it may be observed that there apparently exist a variety of definitions of the terms "positive" and "derogatory." At least one impartial observer, the Chicago Better Business Bureau (which negotiated a truce between the warring interests a year ago last summer that was subsequently abrogated by the gas companies), continues to incline to the belief that references to "drudgery," "dirt" and the like have no place in constructive, confidence-building copy.

A somewhat startling contrast in viewpoint is afforded by Homer D. Jones, chairman of the advertising committee of the Chicago Coal Merchants. This smiling, square-jawed citizen, who apparently loves a good fight, appraises the coal advertising and the situation in general as follows:

"Sure it's dirty. But we've got to do it. If the gas people were going to sell their product, they had to show ashes. And if we're going to sell coal in competition with them, we've got to talk about the bad features of gas. It's all a game and you have to get used to it."

All concerned seem to find reasons for happiness in the results of the warfare. The gas companies claim they have secured 35,000 installations. The oil heat interests are celebrating an up-

swing in business. And the coal merchants aver that the gas people actually have installed only 20,000 home heating units and that the Chicago area has the smallest percentage of oil burner installations, according to population, of any section in the United States.

Granted that all these things are true, there remains vast room for the supposition that the advertising funds might have been invested to far better advantage in each interest talking exclusively about its own product.

The coal people, for example, have subordinated the news about automatic stoker heat to complaints about the cost of gas heat. It was brought out at the retailers' convention referred to above that the average man is scarcely aware that there is such a thing as automatic stokers. And Coalman Gebhart, at the same meeting, pointed out that oil and gas have made their progress on convenience and cleanliness, and in the face of coal's economy story.

The Domestic Stoker as a Weapon

"I call your attention to the fact that these are expensive and so-called luxury fuels," Mr. Gebhart asserted. "But look at the results when organized advertising is placed behind sales of the burners in which they are used. If there is any man among you who still thinks that this competition can be met with hand-fired coal or coke, regardless of its origin, quality, preparation or purity, and even though it may be ashless, clinkerless, smokeless and sootless, or with hand-fired diamonds for that matter, I think that man is literally and absolutely crazy."

"I am in the coal business and I confess to a belief that hand-fired coal and coke will continue to be popular in some places. But when it comes to this three-man prize fight involving the choice domestic fuel customers, I sincerely believe the coal man's only effective weapon is the domestic stoker, and further that advertising efforts which rely alone on the apparently secondary appeal of economy, and which are un-

Oct. 2

ported
dome
chanic
wise,
mar
coal."

Sin
that
know
about

The
tive a
the c
confi
produ
Our
mud-
one.
of m
no b
benef
of th
a ne
peopl
cold
their

Appo

The
Clevel
sporti
wold-
advert
True
the er
wold-
has h

Elect

The
troit
publi
as co
manag
pany,
Grace
direct

Goul

Chi
years
prom
Chica
Comp
has a
gener

Bord

Bro
dling
Farm
Crest
The
ment

ported by real improvement in domestic coal service, through mechanical firing equipment and otherwise, will fall far short of the mark in protecting the outlets for coal."

Similarly, it is doubtful indeed that the public is saturated with knowledge of the constructive facts about gas and oil heat.

The greatest danger in a competitive advertising fight is, of course, the collective destruction of public confidence in the statements and products of all the combatants. Our correspondent's analogy of the mud-slinging politicians is an apt one. In the myriad ramifications of modern competition there is no business or industry that can benefit by the common appraisal of the average politician. Heat is a necessary service, to be sure; people can't just sit around in the cold all winter. But they can cast their dollars in favor of automo-

biles and radio sets and beauty treatments and everything else; instead of for improved heating service.

Since coal is in the position of defender of the greatest share of the market, it might appear that the workings of vituperative advertising toward the preservation of the heating *status quo* is to the advantage of the coal industry. Counterbalancing that is the fact that coal is carrying added weight in this race. As a result of the public-be-damned policies characteristic of the many years in which it had a virtual monopoly on the domestic heating market, the coal industry needs every confidence and good-will building impression it can muster.

Besides (Western and Southern chambers of commerce please note) many folks can just up and go to Florida or California for the winter.



Appoints Griswold-Eshleman

The American Fork & Hoe Company, Cleveland, farm and garden tools and sporting goods, has appointed The Griswold-Eshleman Company, Cleveland, as advertising agency for its entire line of True Temper products. Advertising of the entire line is now handled by Griswold-Eshleman which, for several years, has handled the sporting goods division.



Elected by Yacht Club

The Grosse Pointe Yacht Club of Detroit has elected George M. Slocum, publisher of the *Automotive Daily News*, as commodore; Thomas Wade, Detroit manager of the Curtis Publishing Company, vice-commodore, and Edward R. Grace, of Grace & Bement, Inc., a director.



Gould with Universal Match

Charles L. Gould, for the last five years a member of the Cleveland *News* promotion department, has joined the Chicago office of the Universal Match Company. For the last two years he has acted as assistant to W. P. Houchin, general promotion manager of the *News*.



Borden Appointment

Brooke, Smith & French, Inc., is handling radio advertising for the Borden's Farm Products Company on Golden Crest and Irradiated Golden Crest Milk. The name of the product was incorrectly mentioned in last week's issue.

Morse Returns to American Can

After an absence of thirty-three years, A. A. Morse has returned to the American Can Company, New York, with the title of executive representative. He joined American Can when it was formed in 1901, leaving several years later. In 1920 he became vice-president and general manager of the Log Cabin Products Company, St. Paul; four years later, president of the Tin Decorating Company, Baltimore, and in 1932 president of the Forbes Lithographing Company, Boston.



Shober and Dahlinger Advanced

Frank W. Shober, for eleven years with the American Type Founders Sales Corporation, the last two as manager of the Cincinnati branch, has been appointed manager of the New York branch of the company. He succeeds the late George E. Packard. E. P. Dahlinger has been made assistant manager.



Names Hanff-Metzger

Hanff-Metzger, Inc., New York agency, has been appointed to handle the advertising account of David D. Doniger & Company of that city, McGregor sportswear.



Has Bermuda Account

Anderson, Davis & Platte, Inc., New York agency, has been appointed to handle the advertising account of the English Sports Shop, Hamilton, Bermuda.

All Round Agency Men

Some Further Comments on Their Relative Value as Against the Specialist

PITTSBURGH

Editor of PRINTERS' INK:

The article "Getting Ahead in an Agency"* by Bernard A. Grimes has dealt with a vitally important question to every advertising agency man.

May I voice my views?

It is impossible to standardize on brain power. I believe that departmentalization has been exaggerated! If we were to "sit in" with these so-called "specialists" in their so-called highly departmentalized agencies all day long, I believe we would find that they think and function not entirely unlike the smaller organization. I don't see how a man can really specialize 100 per cent. While I realize that eventually every man discovers his limitations and follows the line he likes best, I don't believe that he is day in and day out just chained to one thing. If he were, it would be terribly monotonous. I should think he would break under the strain.

People are all human, and I believe that every creative man should have free play for his talents. Some of the best campaigns have been the ideas of salesmen and laymen. Agency men must work together to secure the best results and not look upon the others as completely ignorant of their phase of the work. Some of the best headlines have originated at the drawing board and mighty fine layouts, art suggestions have emanated at the copy desk. You can't make machines out of creative people.

The space buyer may have a better idea for a particular scheme than the over-worked copy chief. New business men often give birth to an idea that becomes over-night

a national advertising campaign. There's no monopoly on brains! Agency solicitors know a weak presentation when they see one because they are out in the field and have grasped the problems quicker than a man inside at a desk, surrounded by four walls.

One agency man I know was assigned to make a survey for a big oil company. He spent a month in the field questioning dealers and compiling facts. When he completed the work he had the nucleus for a powerful campaign on this particular account. He knew why the advertising wasn't selling, he knew what they needed!

Another advertising man I know never wrote a radio broadcast in his life, until he secured the big chance! He studied all the big programs and developed what he believed a new approach to "ear" advertising. It was so good that he was assigned by the advertisers to write a thousand broadcasts, which goes to prove you can't keep a good man down regardless of his position in an agency.

Unfortunately, some agencies definitely keep everyone in his place. Big agencies feel that if they didn't, there would be no organization, but a mad house where everyone wants to play the star role. This is the reason there are so many restless advertising people looking for a greater scope for their abilities. That is why the agency turnover in personnel is so high. That is why so many new agencies have started.

I believe that the "all-round" man enjoys the advertising business more than anyone else in the business. Simply because his full abilities are brought into play—and not stifled. Of course, it is understood that some people cannot conscientiously do more than one thing well; they do not have creative

* PRINTERS' INK, September 26, 1935, page 21.

minds,
they h
is bor
Many
advert
matten
The
copy,
are al
ahead
the a
depend
conspic
field a
salesm
tives.
they a
ganize
trol a
to co
wants
Isn't
the h
those
edge c
agency

Editor

Ref
"Getti
I spe
Not a
group
emplo
York.

We
are t
Benja
prenti
recogn
indust
the st
it effe
modit

As
vertis
a sul
passed
presen
haps
closel
produ
plasti
tered
ing r
old a
degre
of th

minds, they haven't the vision or they haven't the creative spark that is born in the best agency people. Many people don't belong in the advertising agency business for that matter!

The all round experience, the copy, visual and production jobs are all stepping stones to getting ahead in the agency field! Where the agency man ultimately goes depends on the MAN! Our most conspicuous successes in the agency field are not just writers, not just salesmen, but they are born executives. They are Idea Geniuses, they are Strategists, they are Organizers—they know how to control an audience—they know how to control business, advertisers' wants, and they give it to them!

Isn't it sensible to assume that the heads of big agencies are those who have an intimate knowledge of every department of their agency?

C. EUGENE WADDELL

* * *

NEW YORK

Editor of PRINTERS' INK:

Referring to your article on "Getting Ahead in an Agency": I speak for the "rank and file." Not all the rank and file but for a group of twenty odd young men employed by an agency in New York.

We call ourselves apprentices and are that in the same sense that Benjamin Franklin served as apprentice to the printing trade. We recognize advertising to be a great industrial and economic force—like the steam pressure in a locomotive, it effects the movement of the commodities and conveniences of life.

As apprentices we look on advertising also as a craft. It is not a subject which can be encompassed in a day or a year or, in its present state of complexity, perhaps in a lifetime. But it is work closely allied with concrete artistic production. There is a certain plastic sense which must be mastered by every topnotch advertising man. The guild workers of old acquired this sense to a high degree, and it is with something of this spirit that we have ap-

GOOD COPY

written on the
spur of the mo-
ment sometimes
sparkles—

but usually it is
the result of long
research, study
and careful
planning.

**HAWLEY
ADVERTISING
COMPANY
INC.**

95 Madison Ave.
New York City

prenticed ourselves to the work of advertising.

At present we are scattered throughout the agency organization. One or two of us are working in each department—research, production, checking, art, radio, etc. Our tasks are routine but the constant flow of material between departments and the necessary interlocking nature of these departments opens vistas to us on all sides. While our daily work may tie us rather closely, there is nothing to confine our interest in or talk to members in other departments.

The executives of our company realize their pregnability. They are not selfishly consecrated to a pet account but work rather in units for the mutual benefit of client and firm. It is their desire to train able assistants and develop whatever potential power, creative or administrative, that may exist in the organization.

Each week we meet with one of these executives or department heads for study. We trace an account from New Business to Billing. We visit engraving, newspaper, magazine and publishing plants. Books are suggested for collateral reading and a house magazine gotten out for discussion and practice in writing. We are given opportunities to make field trips bringing us in direct contact with the public. In other words, everything is done to throw the door open and set us on the right path.

The question of advancement in the final analysis can never be anything but a personal matter. No personnel department can pick all winners. Some of us are bound to find ourselves unfitted for advertising and move on to greener pastures. If a business house does its best to show the young man the way, it can do little more. After that the most merciful thing it can do is eliminate as quickly as possible those found wanting.

We believe the proper thing for a young man is, first, to do the job at hand. Secondly, to have vision and energy enough to study carefully the direction in which he

wishes to progress and work toward it so that when an opening occurs he will be able to step forward and claim it. Competition is the keynote of life and of business. Unless a man has a certain Machiavellian streak in him he had better go in for school teaching. We believe that the good Lord helps them most who help themselves and that if you don't push yourself no one else is going to do it for you.

Specialization is eventually imperative. But a topnotch advertising man must be versed in every angle of his profession. He must be grounded in the fundamentals even as the doctor or the lawyer. The day may come when he will have others handling his detail work, but unless he has the ability to direct and criticize their efforts, his client and his agency will suffer. When he has attained a full cognizance of general advertising procedure, then let the young man specialize in his chosen field.

The world belongs to Youth. Youth is eager—optimistic—it has nothing to lose. It will ever be impatient with its elders. Intelligent elders realize this and seek to guide Youth to heights surpassing their own. Such is the case history of Progress and Civilization. But a young man must be handled like any raw material—tempered slowly in the fires of experience. A good knife must be brought carefully to a sharp edge without too much grinding.

WILLIAM T. ADAMS.

* * *

JACKSON, MISS.

Editor of PRINTERS' INK:

I've just finished reading the excellent article entitled "Getting Ahead in an Agency." It is something I've wanted discussed for a long time and you bring out points that naturally interest a young man like myself.

About a year or so ago, I opened up my own small "agency," starting with several local accounts which I serviced. I almost learned how to starve respectably . . . and having learned that, with enough new business to engender hope, I am now resolved to "stick it out"

until I
ing ag
Wit
groun
agency
mail v
the or
some
main
words
an "al
specia
availa
sourc
day I
specia
fun w
in the

New

The
placed
Hubbe
land,
ident.
tising
been s
the P
Clevel
rect m

until I establish a recognized ranking agency.

With a brief but varied background of newspaper reporting, agency experience, radio and direct-mail work, I find that I am about the only man in Mississippi with some alleged ability in these three main advertising fields. In other words, I am preparing myself as an "all-round" man. When I need specialized help, I get the best available, and learn from that source more about it myself. Some day I guess I'll have to select and specialize, but I'm having great fun working out my own problems in the most practical way I can.

meanwhile. And, incidentally, I'm managing to meet my expenses.

When I got out of college, I was "out in the cold" and it was the all-time low of 1932. I either had to create a place for myself, or ask Uncle Sam to let me reach my long, lean arm in the national grab-bag. So I ups and opens my own agency. Which proves what? . . . Or maybe you're saying, "So what?"

Throw this in the big wastebasket marked "Stories of Local Boys Making Not-So-Good."

Well, anyway, I did get something out of your article.

MARSHALL HURT.

New Accounts to Hubbell

The Jacob Laub Baking Company has placed its advertising account with the Hubbell Advertising Agency, Inc., Cleveland, according to Frank Hubbell, president. Newspapers and outdoor advertising will be used. This agency has also been appointed to handle the account of the Brown Fence & Wire Company, Cleveland. Agricultural papers and direct mail will be used.

Appoint Terrill Belknap Marsh

The Ertel Engineering Corporation and the Neff Lithographing Company, both of New York, have placed their advertising accounts with the Terrill Belknap Marsh Associates, of that city. Business papers will be used by the former. This agency is also handling the account of Ann Knight, New York, photography. Class magazines will be used.

• when the EYE says TRY



You've seen them — packages, labels, display cartons — that beckon convincingly.

INSTANT CLAIROL is an outstanding example — feminine, modern, colorfully expressing quality and inspiring confidence.

There's a sure-fire packaging and display strategy for your product. Call "U S".

42 different types of selling and merchandising helps for Advertisers and Agencies.

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI
309 Beech St.

NEW YORK
52-X E. 17th St.

CHICAGO
205-X W. Wacker Dr.

BALTIMORE
407 Cross St.

Haltered Selling

Sales Agent Writes Intriguing Story of How Poison of Depression Puts Factories on Receiving End

CEDAR GROVE, N. J.

Editor of PRINTERS' INK:

I once saw a drunken man shooting at a target. Between rounds of liquid shot for his stomach and lead for the bull's-eye he suffered demoralization. It came upon him in direct ratio to the number of drinks, thus: one drink one miss, another drink two misses out of five, another drink three misses, four and then five failures and elimination. He cursed the gun and quit.

The depression overcame business similarly. Stultification was the accumulative effect of many small discouragements and complete relaxation from pursuit of sales finally set in. During the '20's we organized sales activity as the research laboratory went after new processes. The campaign assault was co-ordinated as to time, place and circumstance. Publication, direct-mail, highway and broadcast advertising was attuned to production and salesmen coverage and the reaction was a wholesome volume of business. Then the debauch began.

A comparatively small number of failing credits caused panic and a tightening of restrictions all along the line. Good business was sacrificed in an extreme endeavor to avoid the bad. Volume slacked, goods piled up and were dumped at low price levels disconcerting to new production; false economies became the order of the day; advertising was curtailed; seasoned salesmen were dropped, mailings stopped and regular customer contacts abandoned; the highly sensitized mechanism for distribution was left to grind itself to destruction without the lubricant of sustaining publicity or engineering supervision of sales.

When I was a boy in the sales department of a national mercantile

house we had a system and a service for getting business which was just as hard to find then as now. Times are no worse. We had sixty salesmen, commission men, resident in the territories they covered. The house maintained a vigorous contact both with these men and the accounts they sold. We had a sales portfolio containing actual photographs of the products and printed descriptions giving every detail and selling feature of each, revised and brought up to date by the week with new merchandise offers and innovations at least once a month. We had a weekly sales bulletin, a house magazine, display material, seasonal sales stunts, competitive information, advertising campaigns and surveys of population and local markets.

A Follow-Up That Really Functioned

Above all, and what was probably of most importance, we had a customer file, a prospect file and follow-up that really functioned. Our correspondence clerk was a genius at handling these cards in an automatic system which enabled him to send each salesman daily a list of old customers, inquiring prospects, suspects and a record of orders received by mail, arranged by territory for expedient follow-up by the man. The salesman was constantly inspired to action by this executive office pre-determination of sales opportunities.

Now, in 1932 I set myself up as a manufacturer's direct sales agent and proceeded to get lines that I could sell to my established trade, on the theory that several lines would make up for the slack in the one I had handled so long. I corresponded with and called upon a total of 125 different manufacturers and closed with six of them which gave me a well-rounded selection of merchandise applicable

to one class of trade, a good portfolio of merchandise to sell on commission.

As might be expected, two of the lines outsold the rest but I did not forego any effort to promote them equally. The credit situation was irksome because my definite knowledge of the reliability of certain merchants could not be squared with the routine judgment of a factory credit man a thousand miles away, but that is aside from the story.

It was exactly three years ago that I set out on this individual sales enterprise and the other night I analyzed the total result with some very enlightening conclusions:

1. The market will absorb good merchandise at fair prices and a salesman can make a living, if not with one line, surely with several.

2. Retailers are more amenable to sales plans and promotions today than they were in boom times. They are not so jealous of competition and have a tendency to work together for the common good.

3. Retailers, to a larger extent than ever before, are following the lines of least resistance. They have come to recognize their positions in relation to the public in matters of service and sell on demand rather than initiative. However, I find them apt to interpret the features of a product in the same proportion of effort expended in selling them. They are avidly alert to new sales ideas.

4. Due to neglect in sales contacts, a falling off of advertising, less local co-operation and inadequate wholesaler representation, many really good products are being replaced by lesser known brands which are backed by more aggressive salesmanship and promotional effort.

When somebody said that the depression would create a new crop of millionaires, he must have had in mind a weakening of the aggressive sales methods which built prestige and profits in days of yore.

Of the six lines I carry, none is advertised nationally, only one engages newspaper space and that only sparingly; I have no photographs, no sales bulletins, no house



YOU CALL AND WE DELIVER

It doesn't matter what you wish to ship or order, Railway Express will rush it at passenger train speed. Prompt pick-up and delivery service in all important cities and towns. Low rates. For service or information telephone nearest Railway Express office.

ON THE AIR • TUNE IN on the
RAILWAY EXPRESS NEWS PARADE

Every week from the following stations:

Boston, WEEI • New York, WOR • Cleveland, WHK • Chicago, WLS • St. Louis, KWK • New Orleans, WDSU • Dallas, WFAA • Atlanta, WGST • San Francisco, KYA • Los Angeles, KNX • Minneapolis-St. Paul, KSTP • Seattle, KOMO • Baltimore, WBAL • Omaha, KOIL

Watch for local announcements

RAILWAY EXPRESS

AGENCY, INC.

NATION-WIDE RAIL-AIR SERVICE

magazines, no dealer helps, no correspondence clerk to send me lists, no pep letters from the factories, nothing new. If I mentioned the names of these factories you would be astounded.

The products have intrinsic, dollar for dollar value that I can conscientiously sell and the dealers seem to appreciate their merit, but the job I do is only half done. If it wasn't for a positive public demand for such products that the really big industries have overlooked, I wouldn't make traveling expenses.

The final conclusion is that these factories are on the receiving end 100 per cent. They have, and not without reason, perhaps, a disposition to take all that will come their way and contribute nothing to the product's success or my own as a

salesman. Multigraphed letters and postage stamps seem an unwarranted luxury and a list of old customers and prospects, which surely must be on file in their archives over the years, are inaccessible in the time at the disposal of the office boy, if they have such a thing. It is inconceivable, but true.

Like the drunken man they have inhibited so much of the poison of depression that they are missing the target completely.

Perhaps an organization could be formed, a sort of national sales company, to accumulate such products in each field and promote them through a country-wide sales force. There must be many salesmen like myself who would welcome the advantages of such an organization.

COURTLAND B. SHAW.



Western Golfers Meet

In the season's final tournament of the Western Advertising Golfers' Association, Jack Cullen, E. A. Fox, H. A. Koehler and C. H. Betts were winners of low gross awards.

Low net winners were: Don Heinly, H. G. Schuster, R. W. Richardson, R. N. Harting, F. B. Cortis, J. H. Carmine, Z. L. Potter, William Cunningham, N. C. Green, A. H. Moulton, D. S. Dobson, Marvin Harms and W. B. Conant.

The winning low net foursome was composed of R. W. Richardson, H. E. Cole, C. H. Betts and N. C. Green. Members of the second foursome were William McNamee, H. A. Koehler, Ernest Heitkamp and J. H. Carmine; while F. B. Cortis, Z. L. Potter, Glen Clarke and W. B. Conant composed the third low net foursome.

In addition to those named in last week's account of the annual election, the following were named directors: Marvin Harms, Premier-Fabst Sales Company; C. Earl Pritchard, J. Walter Thompson Company; Lloyd Maxwell, Roche, Williams & Cunningham, Inc.; F. E. Crawford, Jr., New York Sun; and Malcolm MacHarg, McCall Corporation.



Appointed by Hutchins Agency

James U. Stowell has been appointed visualizer for the Hutchins Advertising Company, Inc., Rochester. He has been engaged in art and visualizing work for a number of years as a free-lance.



Joins "Correct English"

Clay Seipp, formerly of *Child Life*, has been appointed circulation manager of *Correct English Magazine*, Chicago.

Heads Printing Equipment Group

Joseph T. Mackey, executive vice-president, Mergenthaler Linotype Company, has been elected president of the National Printing Equipment Association, Inc., New York.

Other new officers are: vice-president, Thomas R. Jones, president, American Type Founders Sales Corporation; treasurer, James S. Gilbert, president, Dexter Folder Company, and, secretary, James E. Bennett, president, Babcock Printing Press Manufacturing Company.

The retiring president, Arthur Bentley, Miehle Printing Press & Manufacturing Company, continues as a director and member of the executive committee. Charles Cottrell, acting president of the C. B. Cottrell and Sons Company, Westerly, R. I., was elected a director to succeed his brother, Calvert B. Cottrell, 3rd, who died recently.



H. W. Fulton with WHO

Harold W. Fulton has been appointed to take charge of a merchandising department that has been formed by station WHO, Des Moines. He has been associated with the Iowa Broadcasting Company and formerly was with the *Des Moines Register and Tribune*.



Adds Chemical Accounts

The Arlington Chemical Company, Yonkers, N. Y., has appointed Murray Breese Associates, Inc., New York, as advertising counselor. Medical, dental and drug periodicals will be used.



Change on "Southern Planter"

The *Southern Planter*, Richmond, Va., effective January 1, will change its date of issuance from the fifteenth to the first of each month.

Can

AT
Tori
socio
elected
ident, I
Indus
preside
son Mo
Loader,
Toront
Bros.,
Van Sc
pany, M
Carter,
tion, T
Direc
Miller,
Canada
Consoli
pany, I
Motors
ert Jo
A. Mc
Scotia
Compa
Leslie
Oil Co
Miss
retary.

Campb
Adds t

The
ments l
the Car
Inc.:
Edwa
years v
assistan
for eigh
art dir
with I
Mr. Li
Ray
tinenta
old J.
Macy's
departm
merly
sales p
tain, and
manag
E. F.
& Hol
Howlan
writers
Haire
writer;
Jose
Bermu
C. F.
exploit
curren

Canadian Advertisers Elect

AT its annual meeting held at Toronto, this month, the Association of Canadian Advertisers elected the following officers: President, B. W. Keightley, Canadian Industries, Ltd., Montreal; vice-presidents, Glen Bannerman, Hudson Motors, Ltd., Tilbury, A. J. W. Loader, The Borden Company, Ltd., Toronto, G. M. Bertram, Lever Bros., Ltd., Toronto, and H. S. Van Scoyoc, Canada Cement Company, Montreal; treasurer, G. S. H. Carter, General Trusts Corporation, Toronto.

Directors elected were A. M. Miller, Chrysler Corporation of Canada, Ltd.; H. H. Rimmer, Consolidated General Electric Company, Ltd.; C. B. Watt, General Motors of Canada, Ltd.; Robert Jones, General Foods, Ltd.; A. McD. McBain, Bank of Nova Scotia; E. F. Millard, Ford Motor Company of Canada, Ltd.; and Leslie Choyce, McColl-Frontenac Oil Company, Ltd.

Miss F. E. Clotworthy is secretary.

♦ ♦ ♦

Campbell-Ewald of New York Adds to Staff

The following thirteen new appointments have been made to the staff of the Campbell-Ewald Co. of New York, Inc.:

Edward E. Rothman, for thirteen years with Campbell-Ewald in Detroit, assistant general manager; W. P. Lloyd, for eight years with the Geyer Company, art director; John de Nero, formerly with Benton & Bowles, assistant to Mr. Lloyd;

Ray S. Deering, formerly with Continental Motors, account executive; Harold J. Lance, who has been with Macy's, head of the sales promotion department; Frank U. Hammett, formerly with Union Carbide & Carbon, sales promotion department; W. A. Capitain, formerly with Carey Printing and Dorrance, Sullivan, production manager;

E. B. Wilson, formerly with Calkins & Holden, assistant space buyer; H. T. Howland and Arthur E. Steig, copy writers; Alfred R. Nickel, formerly with Haire Publishing, contact man and copy writer;

Joseph A. Bond, formerly with the Bermuda News Bureau, publicity; and C. F. Stevens, who becomes publicity and exploitation chief for the General Motors current series of radio programs.

The Answers to 5 Questions about OFFSET PRINTING

Here are the five most frequently asked questions, and here are the answers:

1. Is OFFSET PRINTING cheaper than Letterpress?

It is when illustration is a large part of your copy—particularly in colors. It is not when type matter predominates.

2. Is OFFSET PRINTING practical for small runs?

Yes. We have installed special equipment to take care of runs from 1,000 to 10,000 in as many colors as you want.

3. Does OFFSET PRINTING require special copy preparation?

Good copy is very important. It should be clear and suitable for photographic reproduction. Our creative and art departments will either create the right copy or make yours right.

4. How long does it take to turn out OFFSET PRINTING?

As long as letterpress plus the time of making cuts.

5. What are the advantages of OFFSET PRINTING?

This question is answered fully in our circular, which you may have on request.

WRITE OR CALL CHICKERING 4-4145

AMERICAN OFFSET CORPORATION

406 W. 31st St. New York

Art Directors and the Law

(Continued from page 17)

creating the right. The state of the law in that jurisdiction, under the Civil Rights Law, sections 50 and 51, is undetermined and vague. It may be made the subject of a separate article.

Since the right of privacy is the right to remain private, it is readily apparent, and highly logical, that any individual who has voluntarily made himself a public personage, as by competing for political office, is no longer in a position to enforce such a right in regard to his public acts, or anything reasonably connected with them. The courts have gone even one step further, and held that the right is lost when one becomes involved in an event of public interest, such as a news event, even though unwillingly. The logic of such a holding is debatable, but discussion would be merely academic.

In view of these qualifications, it would seem that the right of privacy is restricted to the prohibition of undue publicity of a private person for personal reasons, usually of profit. The doctrine has been applied to situations wherein the defendant exhibited a sign describing the reluctance of the plaintiff to pay his debts. It would seem more desirable, however, to limit relief for such an act to the ordinary rules of defamation.

For the art director, it will suffice to advise him against publishing the name, portrait, or picture, of any individual without that person's written consent. This simple precaution precludes the possibility of any legal liability.

* * *

Legal bugaboos of the art director arise chiefly out of the above discussed concepts. The difficulties to be avoided are imminent and numerous. Unsolicited suggestions and drawings are constantly being received by the department. It is impossible to keep them all in mind over a period of years, yet a substantial duplication of any of them,

although made in perfectly good faith, may result in a law suit. In addition, there are the fraudulent claims of those who contend that an advertisement is a duplication of one submitted by them, although, in truth, they have never offered anything. It is possible, however, with some initial labor, and under proper supervision, to install a method of procedure in the department, which will reduce to an absolute minimum, if not completely eliminate, the possibility of such suits.

Answers to Some Specific Questions

What Photographs Are Subject to Copyright? The earlier discussion of this article has indicated that some so-called "artistic" quality is necessary to permit of a copyright. This seems to be equally true in regard to photographs, although the express language of the statute does not so state. The language of the courts has apparently added this requisite. As has already been explained, the photograph will be considered "artistic" if something of the individuality of its maker is apparent in it. Thus, the requirement is satisfied if there has been some apparent discretion shown in selection of subject, background, light and shadow.

A photograph which is just an ordinary "shot," which anyone might have taken merely by pressing the bulb, would probably not receive copyright protection. The same principles are applicable to news photographs. An ordinary, undistinguished snap will not be subject to copyright. But where a picture has value because of its unusual news content, its rareness of subject matter, or any other feature which will lend it distinction from the ordinary run, protection will be accorded it.

Studio photographs will usually qualify under the statute. There are probably very few pictures taken in a studio which do not ex-

Oct. 24,

hibit ind
expressio
rangeme
ground
sufficient
ments fo

Are
Copyrig
vides cop
It is ce
say that
and desi
of art i
There i
such pie
under t
come un
borne i
stretch
clude s
necessar
of what
tic" qua
case of

Can a
righted
can no
can men
of wor
not the
the tech
ble char
in the o
that we
duplica
if they
part of
with m
ever, g
assurin
acterist
nated,
copyrig

Are
and La
tisemen
vertises
tion, co
literary
the sta
wordin
vertisin
recogn
in the
the a
original
value,
Preser
warran
the Ac
copyri
genera

hibit individuality in some form of expression, whether in lighting, arrangement, grouping, or background. Any of these elements is sufficient to satisfy the requirements for obtaining a copyright.

Are Design and Type Face Copyrightable? The statute provides copyright for "Works of Art."

It is certainly no exaggeration to say that in many instances type face, and design are undoubtedly works of art in every sense of the word. There is no logical reason why such pieces should not be included under this description, and thus come under the Act. It should be borne in mind, however, that to stretch the terms of the Act to include such subjects, it may be necessary that they exhibit more of what is usually known as "artistic" quality, than is needed in the case of photographs, just discussed.

Can Artistic Technique Be Copyrighted? Mere, abstract technique can no more be copyrighted than can mere ideas. It is the final piece of work which is protected, and not the ephemeral concept. Where the technique is expressed in tangible characteristics appearing visibly in the completed work, copyright of that work will prevent substantial duplication of those characteristics, if they, in turn, form a substantial part of the piece. When dealing with matter of this nature, however, great caution is necessary in assuring one-self that those characteristics have actually been originated, and first executed, by the copyright owner.

Are Advertisements, Catalogs and Labels Copyrightable? Advertisements, or any part of an advertisement, such as the illustration, copy, or slogan, are treated as literary and artistic matter under the statute. There is no express wording in the Act relating to advertising, but the courts have recognized such work as included in the general provisions. Where the advertisement is devoid of originality, or literary and artistic value, no valid copyright will issue. Presence of these elements will warrant the protection provided by the Act. All the provisions of the copyright statutes pertaining to the general classification of literary and

artistic works, are applicable in full to advertising matter.

Under the terms of section 5(a), of the Copyright Act, reading as follows:

"Books, including composite or cyclopedic works, directories, gazetteers, and other compilations"; it has been held that trade catalogs and pamphlets are brought within the Act.

Section 63 of the Copyright Act expressly excludes labels from its provisions. It reads, in part, as follows:

"... no prints or labels designed to be used for any other articles of manufacture shall be entered under the copyright law, but may be registered in the Patent Office. . . ."

In construing this section, one case has expounded the proposition that a label may be copyrighted where it has artistic and literary value apart from the use for which it was designed. The logic employed by the court was that notwithstanding the work was intended for use as a label, such an intent could not operate to eliminate the artistic elements in it.

It would seem that such a construction of the statute is erroneous. By express words the enactment establishes as a test the purpose for which the work was designed. Whether or not the legislation is wise and desirable is not for the court to determine. It should give effect to the plain intentment of the language in the statute.

May a Photograph of a Person Be Published Where the Face Has Been Excluded? If the picture, as shown, definitely identifies the person therein depicted, the right of privacy has been violated. Consideration of the basic theory of this right demonstrates the necessity of such a holding. A person is as much publicized by a picture of his body, if recognizable as his by those seeing it, as by one of his face. As a practical matter, however, it will usually be much more difficult for a plaintiff to convince a jury that such a picture is his.

Where a Person Has Granted Consent to the Use of His Picture and Name, May He Withdraw

That Consent? In New York, at least, it has been held, in a Supreme Court decision, which has never been appealed, that this question is to be answered in the affirmative. In this case, Mary Garden had permitted a prominent perfumerie to use her name and picture in connection with one of its products. The consent to such use consisted mainly in her lack of objection, together with some correspondence in which she indicated her approval of what was being done. After the company had spent many years and much money in publicizing its product, Mary Garden withdrew her consent, and instituted legal proceedings to prevent further use of her name and picture. The decision was in her favor. This would be true, of course, only where no consideration has been given for granting the consent. Where there has been such consideration, there would be a binding contract, and the opposite result, of course, would be inescapable.

A further qualification of the holding would be that the person withdrawing his consent could not

do so in such a manner as to prejudice unduly the one relying upon it. Reasonable time should be afforded the user in which to abandon his exploitation of the name or picture.

What the decision upon this question might be in other jurisdictions, or in the higher courts of New York, is speculative. It is conceivable that they might reason that the right of privacy, once abandoned by the original consent, is irrevocable. New York, however, has, so far, committed itself to the opposite holding on the question.

In conclusion, let one final word of advice be given. The fact that a copyright has been issued upon a certain piece of work, is no indication that the protection is valid. A copyright is obtained almost entirely as a matter of routine. No extensive recourse is had to the law before issuing it. Any copyright may be attacked collaterally in a law suit, and the frequency of success is amazing. Do not rely falsely upon the security of a copyright, and do not be unduly intimidated by the existence of one.

* * *

Advanced by Owens-Illinois

The Owens-Illinois Glass Company, Toledo, has appointed Smith L. Rairdon Eastern sales manager, with headquarters in New York. He will continue to act in an advisory capacity in relation to the liquorware division.

* * *

Represents Cuban Papers

Beverly H. Furer has resigned from the National Broadcasting Company and, with headquarters in New York, will represent *El Mundo* and the *Havana Post* in a special sales promotion capacity.

* * *

Has Brewer Account

John F. Trommer, Inc., Brooklyn, N. Y., brewery, has appointed Cecil Warwick & Cecil, Inc., New York, to handle its advertising. Newspaper and outdoor advertising will be used.

* * *

Start "Health Shoe Digest"

Health Shoe Digest is a new monthly for foot specialists being published from 210 Lincoln Building, Boston. J. G. Brown is publisher and H. F. Quimby is editor.

Appoint Virginia Agency

Advertising Incorporated, Richmond, Va., has been appointed to handle the advertising accounts of the following: The Virginia State Fair, using newspapers and radio; the Biggs Antique Company, Inc., using class magazines, direct mail and radio; the Hungerford Coal Company, using newspapers, direct mail and radio; and station WRVA, all of that city.

* * *

Join Minneapolis "Star"

E. Buckbee has joined the national advertising department of the Minneapolis *Star*. Miss Aurilla Smith, formerly with the Minneapolis *Journal*, has also joined the advertising staff of the *Star*.

* * *

Death of F. W. Townsend

Fred W. Townsend, for some years connected with the Massengale Advertising Agency, Atlanta, died recently at that city. He was forty-two years old.

* * *

Now Asheville "Daily News"

The Asheville, N. C. *Advocate*, for the last seventeen years a weekly, will appear as a daily tabloid paper to be known as the *Daily News*.

Mr.
Pri
185
New

Dea

You
pub
the
fol
sho
qua

Pro
per
abl
--s
Anc
pro
and
cla

Due
ica
inc
and

On
Pri
ver
Com

We
pul
tic

CEE

The EMERY ADVERTISING COMPANY, Inc.

BALTIMORE



MARYLAND

MERCANTILE TRUST BUILDING

October 3, 1935

Mr. J. W. Conrow
Printers Ink Monthly
185 Madison Avenue
New York City

Dear Mr. Conrow:

You will probably be gratified to know that of those publications we selected to carry the advertising of the Hagerstown Leather Company premium line of bill-folds, Printers Ink Monthly stood out "head and shoulders" above them all in the quantity and the quality of the inquiries produced.

From our small advertisement run over a four month period, your publication produced 25 directly traceable inquiries from concerns rated \$25,000 or better --and 43 inquiries from concerns rated under \$25,000. Another of the magazines used over the same period produced six inquiries in the first classification and nine in the second. Another, eight in the first classification and 20 in the second.

Due to the fact that the advertisement was not specifically keyed, we got a high percentage of untraceable inquiries. Forty from concerns rated \$25,000 or more and 92 in the other group were received.

On the basis of this comparison, you may be sure that Printers Ink Monthly will be certain to carry any advertising of this kind from the Hagerstown Leather Company or any other clients of this agency.

We appreciate particularly, the splendid service your publication has given us and the excellence of reproduction you have been able to give our advertisements.

Yours very truly,

THE EMERY ADVERTISING CO., INC.

CEE-B

Tips from 250,000 Salesmen

(Continued from page 10)

own product unless an exclusive agency proposition is involved. Often this will work where the effort to edge out another makes the prospect explain his reasons for preferring the competitive goods so vigorously that he is, in effect, re-selling himself on them.

A product salesman who agrees that his rival's merchandise is good tells me that this eliminates opposition to listening to his own selling talk, thus encouraging the prospect to make his own mental comparisons of the two lines. The salesman's results have jumped—both in adding his line to others and in getting dealers to feel that it may be better than what they have been carrying.

5. *Selling through questions.* "The best way to sell life insurance," says one home-office life insurance executive, "is to ask the right kind of questions. When an agent learns how to do that, the prospect does most or all of the selling himself." Example: (First question) "How would you like to take a trip around the world with your wife at the end of ten years?" (Second question) "Could you put aside so many dollars a year if you knew you would get the necessary money at that time?" Here the listener objects that something might happen meanwhile to prevent it, at which the salesman replies, "Glad you brought that up." Then the third question: "Wouldn't the added protection of this policy both as insurance and as a negotiable asset be a good addition to your insurance program whether you take the trip or not?"

One star clothing salesman's success is due to the fact that his talks all center on the questions, "How would you like more customers for higher-priced clothing? Wouldn't it help your business to have more customers who don't have to count every penny?" Of course his line is in the higher price range of clothing.

6. *Appeal to sentiment.* Yes; even in hard-boiled New York! That is one of the big lessons of life insurance salesmanship. But you are thinking, "life insurance lends itself to sentimental salesmanship." Yes; but so do socks and automobile tires. Why is any merchant in business? To make money—for wife, children, mother, and young sister—the very same persons around whom those effective insurance canvasses are built. Practically every retailer wants to be a good provider for his family and for his own years after retirement. Any product selling that overlooks this big fact falls short of being really great salesmanship.

7. *Know the individual situation before attempting to sell.* The sales talk that tells is meshed into individual needs. Pre-eminently is the good insurance salesman a "need" detective—a human situation sleuth. One big producer spends occasional Sunday afternoons watching the automobiles that go down the main highway. Whenever he finds a car filled with a promising "insurance" family, he writes down its license number, traces ownership, and calls on the car owner fortified with a picture of the family to be protected. Another insurance man takes snapshots of school boys on their bicycles and gets their names and addresses and goes after their fathers.

It is an axiom in the insurance business that you cannot do your best selling unless you fit your talk to the prospect's own situation; hence the insurance man tries to get facts about age, family, and circumstances before attempting his sale. And he tries to develop skill in—

8. *Confidence building.* How can the salesman make his prospect warm up in one interview and tell his hopes, outlook, income, and assets? When you can do that,

Oct. 24,

you're a
methods
Primary
the cha
it show
manner
of getti
you, C
life ins
book o
business
sional
more ti
found
and com
insuran
gets th
genuine
people h
and inv
discussi

Point
every c
act in
so that
dent in
Coulé, h

9. *No
fied use
salesmen
a whole
pany w
for their
not buy
wholesa
man wh
uct or
thinks t
the hea
handicap
surance
ceptiona
not take
he show
financial
insuranc
his prop
calls for
erage.*

This
of a ce
is now
York.
but mad
speculat
fare org
ing that
capital,
asked if
When th
her face
"If I h

you're a salesman! There are many methods of confidence building. Primarily it is a matter of building the character within so well that it shows in the salesman's face and manner. Or it may be a matter of getting others to recommend you. One of the big salesmen of life insurance carries with him a book of letters from important business executives and professional men. These say nothing more than that the writers have found him worthy of confidence and competent in his knowledge of insurance. Another prominent agent gets the same result through his genuinely sincere desire to help the people he calls on: it shines through and invites confidential, personal discussion.

Pointer to all salesmen: before every call say to yourself, "I must act in a way and conduct myself so that the prospect feels confident in me." This sounds like Coué, but it works.

9. *No salesman like the satisfied user!* It is a marvel how some salesmen sell at all. I once knew a whole sales force for a tire company which had so little respect for their product that they would not buy it for their own cars at wholesale prices. The shoe salesman who won't wear his own product or the candy salesman who thinks that candy eating is bad for the health operates under a big handicap. The head of a life insurance agency which is doing exceptionally well says that he will not take on any new man unless he shows in discussing his own financial plans that he has all the insurance he can carry and that his program for the years ahead calls for still more insurance coverage.

This reminds me of the story of a certain elderly woman who is now selling annuities in New York. A widow, formerly rich, but made poor through unfortunate speculations, she went to a welfare organization for help. Thinking that she might still have a little capital, the social welfare worker asked if she knew about annuities. When they were explained to her, her face lighted up and she said, "If I had only known that five

Make GOOD Layouts Every Time with this new low-cost aid Advertising Layout and Typography

By Eugene de Lopatecki

"THIS remarkably concise discussion attempts to take a lot of the mystery out of layout and typography, and, what is more, succeeds. The sub-title,

'A Quick, Easy Technique for Everyone Who Prepares Advertising: with Simple Methods for Choosing and Calculating Type' is thoroughly lived up to by the book. Mr. de Lopatecki is to be congratulated on doing a much needed job."—*Printers' Ink Weekly*, Sept. 5, 1935.

Design: display; visualizing. Over 40 working drawings. Send for a copy. \$3.00

— — — Mail This Form — — —

THE RONALD PRESS COMPANY,
Dept. M59, 15 E. 28th St., New York, N.Y.
Send me *Advertising Layout and Typography*, by de Lopatecki. Within 5 days I will send \$3.00 (plus a few cents delivery) or return the book.

Name.....

Please print

Bus. Address.....

City.....State.....

*your clients
will say:
"it's a Honey"
if done by*

FAWN-ART STUDIOS

CLEVELAND • DETROIT • NEW YORK
PITTSBURGH • BUFFALO

years ago! Do people get paid for selling them? If so I believe I can make a living at it!" Today she is making more than a living as an annuity saleswoman, and is putting her spare cash into annuities for herself.

10. *Start Monday with a bang.* Call up any insurance friend with one of the larger agencies on a Monday morning and most likely you will be told that he is in a meeting. It is a practice with leading insurance agencies to have the staff meet at the beginning of each week for stimulation. Sometimes paid outside speakers are present. But the meetings are crisp and the men are on the street by ten.

11. *Selling by print.* More than most product salesmen, the insurance agent makes use of printed and special typewritten material—to leave with the prospect, to pave the way for a call, to fill in between calls. Many a salesman overlooks the fact that prospects often like to ponder over a proposal and it is easier for them to do so with a memo in hand than to try and recollect all the points the salesman has raised.

12. *Time as capital.* In no field I have acquaintance with are salesmen so aware that time is capital. The commission system fosters this, but the insurance companies constantly harp on the point and so do insurance trade papers. The result is a degree of activity that would be the envy of most sales managers in other lines. One agent who averages over a million a year in sales has worked for years to perfect a five-minute talk which will reveal to him whether a cold prospect is worth a second call. Mail is commonly handled out of office hours. Single office buildings are often canvassed from top to bottom to lessen time waste between calls.

13. *Continuing interest.* "A salesman is known by what he does after the prospect becomes a customer," is the statement that hangs on the wall beside one sales executive. The point is this: the same zeal that turned a prospect into a customer should be continued to

make the customer still bigger. Little salesmen show their littleness by thinking, "Now that I've got him I can spend less time on him and more on the others." But the building attitude in salesmanship was shown by a lubricating oil salesman with whom I once traveled for several days. Said he, "When I get a new customer I think of his first order only as a starting point. If he's little, how can I make it worth his while to buy a carload at a time? If he's big, what can be done to make him still bigger?"

14. *Colorful selling.* When you probe a sluggish business to find the reason, you often discover colorless selling. Colorful selling is the rule among the leaders in life insurance. Examples: "Life insurance in case you die too soon—annuities in case you live too long!" "Wives may oppose insurance for their husbands—widows don't!" Fear of death and hopes for a long life—love of youngsters coupled with desire to provide for one's own later years—rank sentimentality beside cold cash considerations—these are some of the colorful couplets you find in life insurance salesmanship, colorful because of their contrast. There may be no similar opportunity in selling electric drills or snap fasteners, but some degree of contrast and color is always possible in selling.

15. *Talk in the prospect's language.* One underwriter who has had great success in selling to physicians owes it all to a little pad of prescription blanks carried with him. On the top of each sheet is printed, "L. A. H—, L.I.D. (Life Insurance Doctor.) Consultation hours: 8 a.m. to 9 p.m. Sundays by appointment." At the upper left is the familiar prescription B. Calling on a doctor this underwriter takes out the pad and writes what he thinks will be an inviting prescription. It may be, "An annual income of \$4,000, to be taken in monthly doses beginning at age 50." Then he signs his name and hands the slip to the doctor, saying, "This may not be the prescription you need right now, but

if you
examin
gest
more."

Hu
icies h
policies
neers,
purcha
for dr

16. I
will e
have b
anxiety
order.

are m
fore t
greet
suppos
some r
may b
of insu
tors m
how c
of sel

if you will permit me to make an examination, I may be able to suggest something you need even more."

Hundreds of life insurance policies have been sold by resolving policies into blueprints for engineers, into specification sheets for purchasing agents, into scenarios for dramatists.

16. *Putting up the bars.* Nobody will ever know how many sales have been lost by the transparent anxiety of the salesman to get an order. Many life insurance sales are made by erecting hurdles before the prospect. If a prospect greets the agent with, "Well, I suppose you are here to sell me some more insurance," the answer may be, "Even if you got a lot of insurance a month ago, the doctors may not pass you today; so how can I know I have a chance of selling you more?" This is

related to the process of "daring the buyer," and reminds me of the salesman who never overcame price objections to his high-priced goods until he developed the approach, "I would like to talk to you about our line, but I find that only the exceptional retailer can get the higher price it commands. Don't let me waste your time unless you feel that you are better than average at selling your customers."

I have related perhaps half of the tips that the product salesman can get from the life insurance business. Other points would include getting past the go-between, developing resourcefulness, progressing through the diligent reading of books and trade papers, and taking special courses in the subject. But the tips given here should be enough to keep any corset, cigar, or machine tool salesman busy for the next few weeks.

WANTED

PROGRAM EXECUTIVE

FOR LARGE WESTERN STATION

Requirements:

- NOT OVER 35 YEARS OLD
- THOROUGH RADIO BACKGROUND
- COLLEGE EDUCATION OR EQUIVALENT
- TEMPERATE HABITS
- ABILITY TO SUPERVISE A VOLUME OF PROGRAM AND PRODUCTION DETAIL
- GENERAL WORKING KNOWLEDGE OF MUSIC, DRAMA, LITERATURE, ETC.

In applying for this position give your complete history, salary requirements, references, and enclose recent photo. Address "C," Box 172, Printers' Ink.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell
John Irving Rorer, Editor and President
1908-1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
G. A. NICHOLS, Treasurer and Editor
C. E. LABRASSE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMES, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue: Andrew M. Howe, Associate Editor; P. H. Erbes, Jr. Washington, 1208 Carpenters' Building: Chester M. Wright.
London, 30 and 31 Great Queen Street, W. C. 2: McDonough Russell.

ADVERTISING OFFICES

Chicago, 8 North Michigan Avenue: Gore Compton, Manager.
St. Louis, 915 Olive Street: A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$2 a year, \$1.50 six months, Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, OCTOBER 24, 1935

The Price of Eggs

In an address that, in its directness, reminded his hearers of the style of the man from whom he quoted, Thomas A. Beck, president of the Crowell Publishing Company, reminded the A. B. C. in Chicago last week that Al Smith once said: "Nobody wants to shoot Santa Claus."

In their proper places—as in a war or in a jungle—shooting tools are useful. It might even be argued—and with what success we needn't bother our heads here—that, applied in those and similar environments, shooting tools have served constructive purposes.

But—and this was Mr. Beck's point—the time to start shooting is *not* the time when business is on the gain, *not* the time when advertisers manifest their confidence by extending and strengthening their schedules.

Mr. Beck spoke of shooting because, in advance of the Chicago meeting, the anticipators had an-

anticipated something more than a modicum of banging-around. Approaching its twenty-first anniversary, the A. B. C. seemed afflicted with enough dissension to guarantee at least some disorder. Its very structure was under question. For instance, there was the matter of representation on the board.

With pardonable pride, Mr. Beck drew an analogy touching on his membership on the board of Metropolitan Life. He is proud of that directorship; but—

"I was curious to see what I represented in outstanding insurance. So I took their figure of \$20,000,000,000 and divided it by twenty-five and found that I represent \$800,000,000 of outstanding life insurance in that one company. Hooey! It doesn't amount to a damn. It's just a big figure. It hasn't anything to do with the price of eggs.

"Let's stick to the price of eggs and forget that we represent money. Let's think of what we represent in progress, in greater opportunity. Business is good with me. I hope it is with you. It's rolling fast. Why gum it? Why put anything in the way? Why should not every newspaper man here, every magazine man, every farm-paper man, every business-paper man go home and get some more orders?"

And at that point, the record reveals, the A. B. C. applauded.

But the A. B. C. really felt like applauding anyway. At a time like this, a common cause always finds its expression, not in verbiage, but in action.

PRINTERS' INK applauds also—applauds an organization that, within the scope of a single week, has been able to smooth its difficulties, gird itself for business, and render even more helpful an institution that, for nearly a quarter-century, has been contributing, constructively and substantially, to the betterment of advertising.

Who A

Defen

tising, w
and the
Are we
the posi
protests

In their
a modicu

And th

Is adv
from to
from to
wrong k

It den

to ident

loudest

tioners v

brought

of disre

It is i

justice t

with clea

situation

that of c

of comm

fender o

bar with

And l

fold him

though i

seemly t

Fair ' All A

tion am

mentum

argumen

present

shiny si

But c

tent rea

social, f

lated an

be fair,

For, af

and th

mately

they dea

the cou

of the

he deal

Who Are Our Defenders?

There are those persons, sincere friends of advertising, who raise their voices now and then to say: "Stop defending! Are we to force advertising into the position of a defendant who protests too much?"

In their words there is more than a modicum of wisdom.

And there is this further question:

Is advertising to suffer, not only from too much defense, but also from too many defenders of the wrong kind?

It demands no super-perception to identify some of advertising's loudest advocates as the practitioners who, by their works, have brought advertising into the shadow of disrepute.

It is a principle of law and of justice that a litigant come to court with clean hands. To set the present situation upon no higher plane than that of expediency, it is a principle of common sense that every defender of advertising approach the bar with a clear conscience.

And let him who has sinned enfold himself in a silence that, even though it be not golden, is far more seemly than the brass of hypocrisy.

Fair Trade All Around

The movement toward so-called fair-trade legislation among the States owes its momentum to an expedient as old as argument, itself: the proponents present only one side—and that the shiny side—to public gaze.

But ethics aside, there are potent reasons, not selfish but broadly social, for making sure that legislated and putative fairness in trade be fair, also, to the manufacturer. For, after all, although the chains and the independents seem intimately close to the people in that they deal with the consumer across the counter, it scarcely can be said of the manufacturer, so long as he deals with that same consumer

through the pay-window, that he is vastly remote.

Says the owner of a trade-mark name, a manufacturer who, by fair dealing has established his product high in esteem:

"The manufacturer of a product who signs a 'fair-price' maintenance contract immediately puts himself at a disadvantage with other manufacturers selling a similar product who do not sign.

"Furthermore, the chains and independents who have similar products are not bound by any fair-price maintenance contract to maintain prices at which their private brands are sold.

"This is a trade practice highly unfair unless the chains and independents themselves agree to be cured by the same remedy—the making of agreements protecting the manufacturers who sign the 'fair-price' contracts against cut-price competition, either in private brands or in the brands of manufacturers who do not sign."

And than that, if the objective really is fairness, nothing could be fairer.

Favoritism's False Alarm

Although the term "advertising allowance" sometimes is a euphemistic package, concealing a motive far removed from advertising, the examination of a few cold facts will yield a clearer understanding of its true status in trade.

In Washington, the Patman Committee, delving into discounts and other matters, unearthed statistics that, superficially, would indicate that many manufacturers extend to certain of their bigger customers certain special and more or less secret concessions.

Big Business at it again!

Before the Food and Grocery Chain Stores of America at Atlantic City last week, Paul S. Willis, president of the Associated Groc-

ery Manufacturers of America, touched on this matter in a speech and laid before his hearers three case histories:

"Manufacturer A—324 contracts [for advertising allowances] with corporate chains operating 45,698 stores; 547 contracts with voluntary chains and co-operatives operating 66,587 stores; and 843 contracts with independent retailers operating 2,039 stores.

"Manufacturer B—twelve contracts with large corporate chains operating 35,000 stores; and 393 contracts with small local chains, voluntary groups and independent grocers operating 60,000 stores.

"Manufacturer C—arrangements with corporate chain outlets to the number of 50,000, with independents to the number of 150,000."

Vulnerable as it is to abuse, the advertising allowance is an expedient whose merchandising value is dubious. But, as the figures disclose, its application somehow falls short of providing the yowlers with a perfect example of conniving, anti-social favoritism.

Slogan from Farragut

Last week, M. E. Coyle, president of the Chevrolet

Motor Company, announced that, to prepare itself for the 1935-36 selling season, Chevrolet has spent, in plant expansion, \$25,000,000.

In any man's paper, that's news. In any man's language, \$25,000,000 speaks with clarity and with force.

In Boston the other day, Charles F. Kettering, who conceivably has been mixed up in this Chevrolet expansion, confided to newspapermen that everything that America needs for recovery is right here.

Among our requirements, we need not list a war. But we do need to enlist a militant spirit. We need to emulate the automotive industry, which, in a corporate way of course, is saying:

"Damn the torpedoes! Go ahead!"

A Study in Social Values

Unless, of course, you're worried about your fences—in which event it's pretty hard to be happy at all—it must be just as exciting to be a Congressman-between-sessions as it is to be a Congressman-under-the-gavel.

You go places and investigate things, and even pick up scandal.

Just now the House Patent Committee, probing something or other, is sitting in New York. A member of the committee is the Hon. R. D. Buckler, of Minnesota.

With a witness on the stand, the chairman asked Mr. Buckler if he'd like to ask a question; and it promptly developed that, although he harbored no inquiry, Mr. Buckler had been bottling within him a pretty hot idea.

"This hearing," he announced, "indicates to me that the East is still sucking the lifeblood out of the Northwest. I heard a witness testify here that he received in the neighborhood of \$50,000 a year salary. Well, no man can really earn that much."

Mr. Buckler paused, then added: "Nor do I think that Congressmen are worth anything like \$10,000 a year, either."

About Congressmen, Mr. Buckler obviously was jesting—just having fun among the bright lights. Otherwise he'd resign, or turn his salary back to the Treasury.

But really, for Mr. Buckler's enlightenment, it's too bad that the committee doesn't broaden its scope to dip a bit into advertising. Then the chairman might summon one of those \$50,000 copy chiefs—and last week **PRINTERS' INK** uncovered three of them—to demonstrate just how a merchandiser's social value, as expressed, say, in the terms of increased sales of Minnesota flour, exceeds by at least five times the social value of many a Congressman, as that value is expressed in terms of statesmanship.

For
O
b
IN

For September and **OCTOBER**

big retail gain IN SPRINGFIELD, MASS.

• Each of the three largest department stores reports gains of 10% or over—one nearly 20%. A furniture store says "best fall season in five years." Leading women's specialty store and important men's store each "well ahead of last year."

• One of the largest tire outlets (a straight price, nationally advertised line) says: "We're celebrating—we did the biggest month's business in September of any month in our entire eight years of business." New automobile registrations in Springfield area up 30% for first eight months of 1935.

• This increase in retail buying has its roots in greater industrial employment. Headline in Springfield Union, Wednesday, October 2, reads: "Gilbert and Barker Force Biggest in Five Years—Bosch reports Exceptionally Heavy Orders for Radio Sets—Blair Company among other Plants in Better Times Parade." September telephone installations double same month last year.

Reach the 625,000 people in the busy Springfield market with the thorough advertising coverage of the

Springfield Newspapers
UNION • REPUBLICAN • DAILY NEWS
SPRINGFIELD, MASSACHUSETTS

The Little Schoolmaster's Classroom

AT first glance, the still life which confronts the Class this week might look like a rank incongruity. "Why a flower basket in an advertising and merchandising forum?" is a thoroughly proper question until it is explained that the flower basket isn't a basket at all—but a reclaimed and rehabilitated phonograph record!

In answering once and for all the pesky problem of what-to-do-about-your-old-records, the Dennison Manufacturing Company affords one of the neatest lessons in merchandising ingenuity that it has been the Schoolmaster's privilege to present in a long while. It is not a particularly new story, but it is one that is kept ever-fresh by the regular flow of new ideas the company uncovers—ideas whose essential purpose is the sale of more crepe paper. For Dennison, as all know, makes crepe paper. It makes, besides a number of accessory and related products whose use is somewhat limited, but whose market has been expanded by the innovation of "Salvage Craft," the kindergarten-like pastime which the company has originated and has thus far successfully fostered.

One of the first articles to be inspired by the Dennison craft was the tin-can tree, designed not to boost the consumption of tin cans, but of the paper which is used in fashioning the flowers that decorate the tree.

The phonograph-record basket, which is of more recent vintage, is certainly worthy of Rube Goldberg's keen imagination. One makes the basket, according to a leaflet which the company distributes through its own stores and its retail outlets, by holding one edge of a record in hot

water two or three minutes. This softens the record and permits the maker to shape it in the desired manner, providing he works fast and over steam. Two holes are then bored in opposite sides and a crepe paper wrapped wire handle is



inserted. The basket is then filled with paper flowers.

For 10 cents, the company sells an instruction booklet, "How to Make Crepe Paper Flowers," and also another entitled, "The Book of New Dennison Crafts."

The latter describes how to make a variety of fascinating and fantastic objects—a boudoir doll, for instance, out of a burned-out electric bulb; a rustic flower basket out of an empty cereal box; a flower pot out of clothespins, and so on.

• • •

Class member J. J. Rockwell enters the room this week with a thought on price cutting. He recalls the P.I. editorial, "Way to Kill a Market," in which was told the story of a great Georgia ice-cream-cone-war and how it made everybody in town good and tired of ice cream.

Mr. Rockwell has another example of the wall-eyed inconsis-

tency that cut off the

"A man of production, waiting sales locality.

"In the concerns from the turer buy

"As a he conducts acts among concerns.

"At the mering at consideration and security lar buyer the wage who were products.

Other will remain helped by surprised last laid

The Jo poration problem tion of warehouse of such course, a

But of doubting will provide reader d of an in recent ad the picture at the to

This c because rules of rule it b veteran big enough his name coupon s right-har

The J the upper large fa nera, tho

TORONTO
MONTREAL
WINNIPEG
LOMBARD

tency that leads price-demons to cut off their own noses.

"A manufacturer selling a line of products of general consumption, was (and is) vigorously pushing sales of his wares in a certain locality.

"In that locality are several concerns from which this manufacturer buys various of his materials.

"As a part of his campaign, he conducted sampling of his products among the employees of these concerns.

"At the same time he was hammering at these concerns for price considerations which if demanded and secured by the bulk of similar buyers, might seriously affect the wage levels of the employees who were being urged to buy his products."

Other members of the Class will remember manufacturers who helped bury their markets, were surprised and disgruntled, and at last laid the blame on "conditions."

• • •

The Jones & Laughlin Steel Corporation is faced annually with the problem of announcing the publication of a stock list for its five warehouses. The regular feature of such an advertisement is, of course, a picture of the catalog.

But one may be pardoned for doubting that a picture of a catalog will prove markedly exciting to a reader dipping through the pages of an industrial paper. So in the recent advertisement used by J & L, the picture is dwarfed by a coupon at the top of the page.

This coupon is effective chiefly because it breaks the two major rules of coupon layout. The first rule it breaks is the whiskered old veteran "No coupon shall be quite big enough for the sender to get his name in." The second is "The coupon shall be placed in the lower right-hand corner."

The J & L coupon spreads across the upper third of the page, in large facsimile typewriting. Carnera, though his handwriting match

Now Published—

Who's Who Among Association Executives

Contains list of National Associations and name and address of Executive in charge. 2,700 up-to-date biographies of Managers of important Trade, Research and Professional Associations.

**Enables you to get
facts and figures not
obtainable elsewhere.**

640 pages—Price \$8.50

**Institute for Research in
Biography, Inc.**

205 East 42nd Street, New York, N. Y.

"ZOO LAK"

THE PRODUCT YOU CAN
TALK ABOUT

**OPERATING FRANCHISES
AVAILABLE—ALL PRINCIPAL
CITIES, TERRITORIES**

"B," BOX 171, PRINTERS' INK

Unusual Opportunity for a Young Account Executive

We want a young man (preferably under 30) with a successful record as an account executive on first-string accounts.

The job is a good one with the opportunity of a brilliant future with one of the more successful New York agencies.

The men in our organization who have the above qualifications know of this advertisement.

Address "D," Box 173, Printers' Ink.

TORONTO
MONTREAL
WINNIPEG
LONDON, E.C.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

AD. WRITER WANTED

Well known business publishing organization has an opening for a young man, preferably in his late twenties or early thirties, who has a real flair for advertising writing—and enough practical experience to be able to start producing copy without too long a period of training. A background of mechanical experience is required—the kind of a practical knowledge of machine tools and shop practice that comes from a working acquaintance. And, most important of all, he must have the creative instinct with the ability to take hold of an idea and carry it through to completion. Send full details when writing, experience, religion, salary desired, etc. "A," Box 170, Printers' Ink.

Food Specialty Sales

12 years' experience among 4 companies including 2 years with large Adv. Agency. Always as Asst. Sales or Adv. Mgr. or Sales Manager. Designed and marketed 3 very successful packages. I know how to sell packaged foods in a large way. I will not leave present connection for any temporary or poorly financed company, but I will go into anything that in my judgment has a good chance or I'll reorganize your present sales force and develop new products for you. My record is unusual and open for inspection from original sources. If you have a legitimate product let's hear from you. Address "X," Box 188, Printers' Ink.

Sales or Advertising Manager

Available December First

A man whose twenty-year record proves that he can build sales on home equipment, both high and low priced units. One who can take an idea, develop it, and sell it to salesmen, jobbers, dealers. Forceful writer. Inspiring speaker. Has handled complete advertising campaigns, magazine, newspaper and radio. Knows specialty selling. "Z," Box 189, Printers' Ink.



LABELS-SEALS

All kinds for packaging, decorations, advertising. Address labels. Striking, practical designs. Write for free samples and prices.

ST. LOUIS STICKER CO.
1903 BINE STREET - ST. LOUIS, MO.

his feet, could get his signature in. And it seems to the Schoolmaster that it will stop many times more readers than the catalog picture alone. Possibly some, like the Schoolmaster, will feel tempted to spend a week-end writing in signatures.

From Class member R. E. Alexander, sales planning division, The Standard Register Company, Dayton, Ohio, the Schoolmaster has received the following letter:

Has this ever happened to you?

Yesterday was my birthday and I received three very personal greeting cards, one from an optometrist from whom I bought glasses about three years ago, and two others—one from an insurance man and one from a young attorney whom I scarcely know.

I have been the target for several so-called "clever" advertising ideas recently, such as multigraphed letters from the credit managers of retail stores, expressing regret at the loss of my patronage and absence from the store as indicated by the inactivity of my charge account. Therefore, perhaps I am a little bit bitter on this subject.

Personally, I have developed a definite aversion to advertising messages of this kind. If the greeting card had expressed a felicitation which was tied-in, in some manner, with the services which these companies or the individuals had to offer, perhaps I might not have been irritated by this obvious attempt to win my good-will through artifice.

On the other hand, perhaps the reason I feel this way is because I did not receive any other cards on this memorable occasion. What do you think?

Following the best pedagogical traditions, the Schoolmaster answers Mr. Alexander by asking the Class, "What do you think?"

The young lady who, in the days of Prohibition, would never sit at

150
FOR 100
COPIES
8 1/2 x 11"

WANT FOR PHOTO-OFFSET
FASTER SERVICE

J.A. WANT
ORGANIZATION
124-5th AVE
WATKINS
9-8915

CL

Classified ads
lines costing

BUSINE

EDITOR
would consid
established
Services in
Box 908, Pri

ARTIST WA
man to draw
and wash. D
perience. M
interview. I

Typography
contacts, adv
accounts; Ne
did proposition
commission.

Copy writer
of sales prom
one with m
products of
man prefer
perience. Bo

Newspaper
—To create
sketches and
cal and nat
on leading r
complete det

Experienced
viewers, m
cities excep
State age an
research exp
giving refere

Publishers
ested in you
He must be
friends, and
age, religion
present worl
Box 907, P

Agency

Fully recogni
sanced, med
tion, high gr
who can devel
surroundings
operation assu
in confidence.

A well or
published in
vertising an
class publish
nice space i
eastern adv
neration on
sion basis.
New York C

Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

EDITOR WITH CAPITAL would consider buying part or whole of established class or general magazine. Services in part or whole available. Box 908, Printers' Ink.

HELP WANTED

ARTIST WANTED. Free lance figure man to draw illustrations in pen and ink and wash. Demand high quality and experience. Must be reliable. Write for interview. Box 903, Printers' Ink.

Typography and printing salesman with contacts, advertising agency and other accounts; New York and vicinity; splendid proposition to right party. Salary and commission. Box 909, Printers' Ink.

Copy writer—Experienced in preparation of sales promotion literature. Preferably one with merchandising experience on products of mechanical nature. Young man preferred. Write giving full experience. Box 913, Printers' Ink.

Newspaper Idea, Layout and Copy Man—To create ideas, make rough layout sketches and write complete copy for local and national newspaper advertising on leading radio receiver account. Write complete details. Box 910, Printers' Ink.

Experienced market research interviewers, men and women, in leading cities except New York and Chicago. State age and qualifications, mentioning research experience in some detail and giving references. Box 914, Printers' Ink.

Publishers Representatives are interested in young man for New York Office. He must be able to sell, make and keep friends, and work hard. Write telling age, religion, education, sales record, present work, references, salary expected. Box 907, Printers' Ink.

Agency Account Executive

Fully recognized, well equipped, amply financed, medium-size agency, excellent reputation, high grade accounts, has opening for man who can develop immediate business. Pleasant surroundings; fair treatment and hearty cooperation assured. Liberal proposition. Address, in confidence, Box 911, Printers' Ink.

A well established business journal published in middle west, dealing with advertising and the graphic arts, needs high class publishers' representative with office space in New York City to contact eastern advertisers and prospects. Remuneration on a highly attractive commission basis. Write for appointment in New York City. Address Box 906, P. I.

MISCELLANEOUS

WANTED—Second hand die-cutting press for sheet not less than 27 x 41. Advise condition and best price. Seeley Tube and Box Company, Newark, N. J.

ECONOMIZE!! Reproduce Sales Letters, Bulletins, Price Lists, Testimonials, Pictures, etc. 600 copies \$2.50; add'l hundred 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

COLOR RETOUCHING, finest type Black and White Retouching by an EXPERT. Poster, Display, Advertising, Merchandising, Mechanical, Pictorial. Fine Lettering. B. W. Greenwalt, 587 Fifth Ave., New York.

POSITIONS WANTED

PHYSICIAN, Licensed, Active, Experienced Radio Health Talks. Desires Contact Pharmaceutical, Cosmetic or Food Products. References. Box 917, Printers' Ink.

Production Man—7 years agency experience—wants position with manufacturer or agency. Thorough knowledge of printing and all the details. Pinch-hit in copy. Age 29. Married. Box 912, P. I.

DIRECT MAIL WRITER

Competent writer (young man) available to N. Y. manufacturer or printer. Minimum salary \$3000. Address Box 904, P. I.

Bored with lipstick and love, rouge and romance, soap and sex, advertising woman wants to write about food, furniture or what have you. New York agency, department store, mail order, radio experience. Box 905, Printers' Ink.

CAUTION!

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

Advertisers' Index

	PAGE
American Can Co.	66-67
American Offset Corp.	93
Ayer & Son, Inc., N. W.	1
Baltimore News-Post	37
Business Opportunity "B," Box 171.107	
Business Week	42-43
Chicago Daily News	30-31
Chicago Tribune	112
Classified Advertisements	109
Des Moines Register and Tribune ..	2
Detroit News	34-35
Detroit Times	58
Fawn-Art Studios, Inc.	99
Francis Press, Charles	111
Gibbons, Ltd., J. J.	107
Harper's Bazaar	75
Hawley Advertising Company, Inc.	87
Hearst Newspapers	18-19
Help Wanted "A," Box 170	108
Help Wanted "C," Box 172	101
Help Wanted "D," Box 173	107
Indianapolis News	14
Institute for Research in Biography, Inc.	107
Lord & Thomas	22-23
Louisville Courier-Journal, Times. ..	29
Memphis Commercial Appeal	62-63
Milwaukee Journal	6
Modern Talking Picture Service ..	83
New York Journal	38-39
New York News	26-27
New York Sun	11
New York Times	13
Philadelphia Evening Public Ledger 44	
Pittsburgh Press	56-57
Position Wanted "X," Box 168	108
Position Wanted "Z," Box 169	108
Printers' Ink Monthly	97
Progressive Grocer	50-51
Providence Journal-Bulletin	5
Railway Express Agency, Inc.	91
Ronald Press Co.	99
St. Louis Sticker Co.	108
Southern Planter	79
Spokane Spokesman-Review, Chronicle	71
Springfield, Mass., Newspapers	105
This Week	46-47
Thompson Co., J. Walter	8-9
United States Printing & Litho Co. 89	
Want Organization, J. A.	108
Weekly Kansas City Star	53

No responsibility is assumed for any omission

Advertising rates: Page 135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

a speakeasy table, preferring to assert her rights by catching a heel over the brass rail, is older now, rather sedate, and faced with the responsibility of serving legal bottled beer at home.

Jacob Hornung Brewing Company's latest advertising copy is directed at her and all hostesses. The advertising has a definitely modish tone, emphasizing "It's a matter of good taste," with modern Vogue-ish illustrations.

This is a new appeal for beer, which so far has cautiously pressed its claims on a basis of wholesomeness.

★ ★ ★

Convention Dates

Association of National Advertisers, Hotel Ambassador, Atlantic City, N. J., Oct. 27-28-29-30.

First District Advertising Federation of America, Hotel Statler, Boston, Nov. 3-4-5.

Outdoor Advertising Association of America, Roosevelt Hotel, New Orleans, Nov. 19-21.

Tenth District Advertising Federation of America, Oklahoma City, Okla., Nov. 1-2.

Associated Grocery Manufacturers of America, Inc., Waldorf-Astoria Hotel, New York, Nov. 13-14-15.

Canadian Packaging Show, Royal York Hotel, Toronto, Oct. 28, 29, 30 and 31, under the auspices of the Advertising & Sales Club of Toronto.

Annual meeting of the Life Insurance Sales Research Bureau and the Association of Life Agency Officers, Edgewater Beach Hotel, Chicago, Nov. 11-13.

National Association of Manufacturers, Commodore Hotel, New York, Dec. 4-5.

• • •

New Addresses

Edwin A. Georgi, art designer, now located at 32 East 36th Street, New York.

McGraw-Hill Publishing Company, Inc., Southern office to 1105 Rhodes-Haverty Building, Atlanta, Ga.

Republic Steel Company, Republic Building, Cleveland, Ohio.

The Marshall Hurt Advertising Agency, Jackson, Miss., 714 New Merchants Bank Building.

The Correct English Magazine is now located at 549 West Washington Street, Chicago.

Jam Handy Picture Service, Inc., New York office to 230 Park Avenue.

M. Zenn Kaufman, merchandising and sales contest counsel, 535 Fifth Avenue, New York.

George Switzer, designer, to 336 Central Park West, New York.

Ch

for
B C

It's
its prom
particu

WE C
specim
printed
gation)
may bu
outline
lation o
and inc

If your
ME-3-35
of your

CH

Catalogs, H
Broadside,
461 Eighth A

Charge a

DIME

**for your next
BOOKLET!**

It's perfectly feasible, if the booklet and its promotion is planned by someone having particular experience in this field as we have.

WE CAN SHOW YOU HOW! Send us specimen copies of your current descriptive printed matter, and let us submit (without obligation) suggestions for a booklet that the public may buy in quantity. At the same time we can outline practical methods of promoting the circulation of this booklet which is to widen interest in and increase the use of your product or service.

If your office is in Manhattan, telephone ME-3-3500 and a messenger will pick up copies of your advertising matter.

**CHARLES FRANCIS
PRESS**

Catalogs, House Organs, Magazines, Booklets,
Broadsides, Folders, 4-Color Process printing.
461 Eighth Avenue, cor. 34th Street, New York



OVER twenty-three per cent of the families in 602 cities and towns in the Chicago territory (excluding Chicago and suburbs) read the Chicago Sunday Tribune.

Are you getting this plus value out of your Chicago advertising budget?

NEWSPAPER ADVERTISING IS POINT-OF-SHOPPING ADVERTISING